



REVENUE MAXIMISATION

Denave's Global Inside Sales Management program helped the world's largest technology company to maximise its revenues from key global accounts with a total revenue impact of over USD 70 Million per annum



CLIENT

Global leader in technology domain



BUSINESS OBJECTIVE

Prime objective was to penetrate deeper into global accounts based in APAC region and increase the share of wallet with an efficient Inside Sales Account Management process.



THE CHALLENGE

- ▶ Limited geographical reach & presence
- ▶ Short timeline for rolling out the launch
- ▶ Limitation in terms of language competencies



THE DENAVE EDGE

- ▶ Expertise in quick brief uptake and turn around in line with the client's requirement – In this case, since the primary objective was to build a strong team for the customer who'd then help in the customer base expansion – A quick set-up and kick-start of recruitment and onboarding of native and English language resources was to be done within a mere span of 2 months.
- ▶ Next step was to impart a comprehensive training along with imparting the understanding of Quality and Audit processes to the select candidate base. The same was carried out with the help of extremely proficient and domain expert in-house Denave trainers.
- ▶ A thorough download of the program management process for Inside Sales Engine was the differentiator which helped the select candidate base to strengthen their program understanding.
- ▶ We hired experienced native language resources for Mainland China, Korea & Japan along with language staff from English speaking countries, well within the stipulated time frame.



SERVICES OFFERED

Inside sales



PROGRAM REACH

📍 APAC Region – India, Singapore, Malaysia, Thailand, Indonesia, Philippines, Vietnam, China, Taiwan, Hong Kong, Korea, Japan, Australia, New Zealand



THE RESULT

- ▶ ~USD 70 mn worth of sales revenue impact was created for the client along with populating the qualified opportunity pipeline with USD 150 mn
- ▶ Approx. 80 global accounts and about 300+ subsidiary accounts were successfully engaged by a team of 6 Global Inside Account Managers (GIAM's) covering Chinese, Japanese, Korean, Bahasa Indonesia and English languages