



*Growth from existing and new
Key Account Customers
Technology Company*

The Big Win

Added **12 Key Account Customers** in new vertical (Healthcare) creating over **\$22M into the sales pipeline** in the first year.

Executive Summary

The company has developed and maintained excellent sales through their channel. That has led to very predictable and stable order inflow, but the company has lost its touchpoints with the end users, which resulted in continuously increasing reactive selling.

The company's products and solutions were sold to large clients by multiple business partners, which had their unique relationships with all six Business Units, which hadn't worked well together.

These needed immediate changing to regain Company's innovation and closeness to the end user market.

Challenges

- Reactive sales
- Growth rate below market standards
- Gradually eroding margins
- Channel Partners consolidation leading to far too high customer concentration
- Company wasn't able to innovate as it was too far from understanding end-user changing needs
- Stock-listed Parent Company created continuously increasing pressure leading to increased employee attrition rates

Solutions

- Created vertical-driven growth strategy with clear accountabilities and ownership
- Healthcare segment has been identified as a high potential for Key Account-driven organic growth (only two of the six Business Units had order intake from the one)
- We set clear objectives that our ultimate goal is to sell combined solutions from all six Business Units
- We have identified primary and secondary combo solutions along with the prices and back-end processes to avoid customer dissatisfaction
- We have built a list of >20 largest end-customers in the Healthcare vertical in the NA market and assigned a single Customer Owner to each of them
- We build transparent tracking system in our CRM (Salesforce.com) and communicated progress weekly
- We made top management of the Company informed and owning this strategic initiative

Results

- We grew the pipeline in targeted vertical through identified Key Account Customers by \$22M in the first 12 months from the kick-off
- We have signed frame agreements with 12 new Key Accounts
- We have started 2 pilot deployments, which were built on the combo (multi-BU) solutions
- We have initiated 3 new product development processes (including external vendors/partners)

To Learn more about how RECHARGE Consulting can help you grow your business, contact us:

ROBERT JABLONSKI

RECHARGE CONSULTING LLC

Cell Phone: 512-299-4614 e-mail: rjablonski@salesxceleration.com