

1 & 1 Website Solutions

Industry

Website Development and Hosting

Client Description

1&1 Internet Inc., is a leader amongst global Web hosting providers. Their global community consists of over 13.64 million customers.

Customer Requirements

Quickly and effectively launch and manage a sales force to win market share in the Small Medium Business (SMB) in multiple territories across the US

SFI Solutions

SFI entered into an agreement to develop and setup their organizational structure while also managing their sales force. SFI developed all compensation plans, quota assignments, recruited, trained and managed sales teams in multiple regions across the US.

Results

SFI hired, trained and managed a team of 6 Sales Executives in multiple territories that successfully sold into the SMB market. Their success established 1&1 as the leading provider of Web Development and Hosting service providers.