
BELL ATLANTIC (VERIZON)

INDUSTRY - IT PRODUCTS AND SERVICES DIVISION

CLIENT DESCRIPTION

Industry leader in IT Telecom products and services.

CUSTOMER REQUIREMENTS

Quickly and effectively developed a supplemental sales force for Verizon. Products included Telecom servers, routers, etc. along with service and support.

SFI SOLUTIONS

SFI developed a marketing message, targeted lead list, aligned the organizational structure then launched the sales force that was targeted in meet. SFI developed all compensation plans, quota assignments, recruited, trained and managed a sales force of 20 representatives across the US.

RESULTS

SFI hired, trained and managed a team of 10 sales executives that successful developed new market share in regions/territories where Verizon needed additional resources and market.