



SALES FOCUS

INTELLIGENT SALES OUTSOURCING

www.salesfocusinc.com

HITACHI USA

LOGISTICS

CLIENT DESCRIPTION

Hitachi is a Japanese multinational conglomerate corporation and global leader in sustainable technology solutions, industrial services and equipment, rail and automotive products, healthcare and life science solutions, energy solutions, IT infrastructure services, and more.

CUSTOMER REQUIREMENTS

Sales Focus was contracted to quickly and effectively develop and manage a new sales force to launch a new product for Hitachi within their logistics and transportation division.

SALES FOCUS INC. SOLUTIONS

SFI developed a marketing message, targeted a lead list, aligned the organizational structure, then launched the sales force. SFI developed all compensation plans and quota assignments and recruited, trained, and managed a sales force nationwide.

RESULTS

SFI hired, trained, and managed a team of sales executives who successfully developed new market share and launched a new division within Hitachi.