



iJET

INFORMATION TECHNOLOGY

CLIENT DESCRIPTION

iJET International, now known as Crisis24, was the first intelligence-driven provider to offer risk management solutions to the travel industry, targeting businesses with large volumes of executive international travel. Their primary focus is on the security and well-being of the individual traveler.

CUSTOMER REQUIREMENTS

iJET was a startup organization with a good business plan and four strong leaders. The company needed SFI to develop, integrate, and launch its sales and marketing efforts.

SALES FOCUS INC. SOLUTIONS

SFI entered into an engagement with iJET to develop their sales and marketing strategies in the early stages of corporate development. SFI assisted and supported iJET throughout the VC funding stage. Various responsibilities were requested of SFI, including writing the sales plan, developing and implementing sales processes, and developing organizational plans, job descriptions, compensation plans, and commission plans. We developed a lead generation plan and conversion process, as well. After assisting iJET in raising \$10M in VC funding, SFI implemented a hiring process, whereby we recruited and hired over 70 people in less than 5 months.

RESULTS

Sales Focus helped iJET successfully launch its business and become profitable. The corporation has now been in business for 2 years, raising more than \$18M in capital.

CLIENT REVIEW OF SALES FOCUS INC.

“With Sales Focus Inc., we were able to quickly develop our organization and have the sales team quickly on the street with their efforts immediately focused on generating revenue. Sales Focus was able to analyze our market and direct our sales efforts toward the most lucrative opportunities. Knowledge, process, and focus were brought into our business from the very beginning of our engagement.”

CEO