



# SALES FOCUS

INTELLIGENT SALES OUTSOURCING

[www.salesfocusinc.com](http://www.salesfocusinc.com)

## NICHOLS RESEARCH

### INFORMATION TECHNOLOGY

#### CLIENT DESCRIPTION

Nichols Research Corporation is a \$450M IT services provider. They supply engineering, technical information, network security, infrastructure, system integration, and ERP solutions to the Department of Defense, healthcare groups, federal intelligence, commercial consultants, and more.

#### CUSTOMER REQUIREMENTS

Nichols's sales, marketing, and internal staff were federally focused but recognized the need to evolve and develop a commercial model to gain market share. Nichols approached Sales Focus with the goal of developing their commercial business to generate revenue and build brand awareness.

#### SALES FOCUS INC. SOLUTIONS

Sales Focus was contracted to develop a sales and marketing plan, implement processes, then manage a commercially focused sales force. We developed target market analyses, client acquisition strategies, process implementations, organizational developments, and placement services for the entire commercial sales force. The sales team consisted of 8 geographic sales professionals: 4 inside and 4 outside at Nichols's SAP practice in Atlanta.

#### RESULTS

Through marketing campaigns and sales efforts, SFI was able to increase the opportunity pipeline of commercial business from \$5M to over \$30M in less than six months. Nichols was eventually sold to CSC at a substantially higher value based on commercial revenue generation.