



SALES FOCUS

INTELLIGENT SALES OUTSOURCING

www.salesfocusinc.com

QFUSION LABS (NOW CUBIT)

EDUCATION

CLIENT DESCRIPTION

Qfusion Labs, now Cubit, is a platform for creating physical hardware projects controlled by a microprocessor that provides a complete integrated STEAM (science, technology, education, arts, and math) solution for schools K-12.

CUSTOMER REQUIREMENTS

Qfusion Labs needed to quickly and effectively launch and manage a sales force to increase revenue growth and market share for their products.

SALES FOCUS INC. SOLUTIONS

Sales Focus developed a sales and marketing plan, implemented processes, and then launched a team of inside sales professionals focused on making contact with three distinct decision-making groups within schools and school districts -- School Principals, District Superintendents, and Science Directors.

RESULTS

The inside sales team SFI developed for Qfusion Labs built relationships within school districts across the United States and closed deals that created brand identity and grew revenue.