



# SALES FOCUS

INTELLIGENT SALES OUTSOURCING

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

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## HITACHI USA

INDUSTRY - TECHNOLOGY / TRANSPORTATION DIVISION

### CLIENT DESCRIPTION

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Hitachi is a global leader in electronics, consumer products and engineering.

### CUSTOMER REQUIREMENTS

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Quickly and effectively launch and manage a new sales force to launch a new product for Hitachi logistics. This launch was within their logistics and transportation division and was a launch of a new product line.

### SFI SOLUTIONS

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

### RESULTS

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