

# Hitachi USA

## Industry

Technology/Transportation Division

## Client Description

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

## Customer Requirements

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

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

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