



MAESTRO

INDUSTRY - MAESTRO STEEL DETAILING

CLIENT DESCRIPTION

Maestro Steel Detailing offers world-class detailing solutions including the latest innovations and cutting-edge technology.

CUSTOMER REQUIREMENTS

Quickly and effectively launch and manage a sales force in the USA to increase revenue growth and market share.

SFI SOLUTIONS

Sales Focus was contracted to hire, train and manage a sales team that would aggressively target businesses in the USA. Sales Focus performed target market analysis, client acquisition strategy, process implementation, and organization development for the commercial sales force.

RESULTS

Sales Focus has had a long term relationship with Maestro since 2014 and have provided a professional sales force that has supported brand identity, sales and revenue growth.