



SALES FOCUS

INTELLIGENT SALES OUTSOURCING

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NICHOLS RESEARCH

INDUSTRY - INFORMATION TECHNOLOGY

CLIENT DESCRIPTION

Nichols Research is a \$450M IT Services provider. They provide services ranging from Network Security, Infrastructure, Systems Integration and ERP Solutions.

CUSTOMER REQUIREMENTS

Their 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 commercial revenue and build brand awareness.

SFI SOLUTIONS

Sales Focus was contracted to develop a sales and marketing plan, implement processes and then manage a commercially focused sales force. Sales Focus developed target market analysis, client acquisition strategies, process implementation, organizational development and placement services for the entire commercial sales force. The sales team consisted of 8 geographic sales professionals with 4 inside and 4 outside professionals in their SAP practice in Atlanta.

RESULTS

Through a series of 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 substantial higher value based on commercial revenue generation.