

# QFusion Labs

## Industry

Education

## Client Description

Cubit provides a complete integrated STEAM (science technology education arts math) solution for schools K-12.

## Customer Requirements

Quickly and effectively launch and manage a sales force to increase revenue growth and market share

## SFI Solutions

Sales Focus was contracted to develop a sales and marketing plan, implement process and then launch a focused team of sales professionals that can make contact with three distinct decision makers groups within schools and School Districts - School Principals, District Superintendents and Science Directors

## Results

The Sales Focus inside sales team for Cubit continue to build relationships within the school districts throughout the USA, which is creating brand identity, completing sales and building revenue growth