ENTERPRISE64

SOFTWARE DEVELOPMENT

CLIENT DESCRIPTION

Enterprise64 delivers world-class software development and consulting services for enterprise-scale mobile, Web, and cloud applications.

CUSTOMER REQUIREMENTS

Enterprise64 needed an aggressive sales strategy to show prospects that their software solutions are superior to competitors. However, their team lacked the sales expertise and resources to quickly increase market share and perform high-volume lead generation and outreach.

SALES FOCUS INC. SOLUTIONS

SFI developed a full life cycle solution to include lead generation, qualification, and new client acquisition. A dedicated demand generation team focused the effort on both supplementing clients' development needs and with organizations that need the full spectrum of service, from specification to delivery. The SFI sales team consisted of two sales agents focused on specific industries.

RESULTS

SFI developed more than 100 opportunities for Enterprise64 and delivered new revenue growth of $250K in the first year, more than $500K in the second year, and more than $750K in the third year. We also grew and expanded the sales team to focus on new industries.