



CIRCULAR ECONOMY ALLIANCE

EDUCATION

CLIENT DESCRIPTION

Circular Economy Alliance (CEA) is a knowledge-driven organization dedicated to promoting and implementing circular solutions in businesses across various industries. CEA provides training and certifications to help professionals and organizations grow their knowledge and skills to become stronger agents in the global workforce.

CUSTOMER REQUIREMENTS

CEA needed to grow its sales team to increase revenue and sales of its product in the EU, Middle East, and US markets. The company contracted Sales Focus Inc. (SFI) to build and manage an inside sales team that would provide immediate results through cold emailing, product introductions, and customer relationship management.

SALES FOCUS INC. SOLUTIONS

Sales Focus developed and implemented a results-driven sales process for CEA that aligned with the company's goal of immediate results. SFI hired, trained, and launched a focused inside sales team that was educated on the domain of circular economy and sustainability in less than 45 days. SFI then managed the team dedicated to CEA's sales initiatives and services and tracked KPIs that were reported daily.

RESULTS

The sales team SFI managed grew revenue and increased sales for CEA across the targeted markets. SFI exceeded the goal of getting to market quickly and achieving immediate results.