

MAESTRO STEEL DETAILING

The Client is a steel detailing services company located in the US, Canada, and India. Using the latest technology and innovations, Maestro provides various services to steel fabricators and contractors worldwide.

CLIENT REQUIREMENTS

Maestro contacted Sales Focus to quickly and effectively launch and manage an inside sales team in the US to increase revenue growth and market share.

SALES FOCUS INC. SOLUTIONS

Sales Focus was contracted to hire, train, and manage a sales team that would aggressively target businesses in the US. SFI performed a target market analysis, client acquisition strategy, process implementation, and organizational development for the commercial sales team. SFI hired seasoned sales representatives with experience in manufacturing and quickly trained them on Maestro's services and products, so they could begin calling contractors and fabricators.

RESULTS

SFI had a long-term relationship with Maestro from 2015 to 2019 that ended due to the COVID-19 Pandemic. Over the course of 5 years, the team averaged **131.8% to quota**. Sales Focus generated more than **\$3.3 million** in revenue for Maestro, averaging **\$675,443** in revenue per year.