



## SKIN CARE PROVIDER

The Client is an innovative skin care solutions provider that houses a portfolio of dermatologist-supported brands that deliver wellness, beauty, and pharmaceutical-grade dermatology products.

## CLIENT REQUIREMENTS

The Client had strong growth during the COVID-19 pandemic but experienced flat growth over 2022 and 2023. They wanted to increase their year-over-year growth by 10% and increase touch points with its small accounts.

## SALES FOCUS INC. SOLUTIONS

Sales Focus Inc. (SFI) recruited, trained, and managed an experienced inside sales agent and implemented a results-driven sales process. Based on a leads list provided by The Client, the agent performed outreach calls and emails to dermatology and physician offices across the United States. The rep sent out samples to prospects, took new orders, and engaged with reoccurring customers.

## RESULTS

As of 2024 and after a year, The Client has increased from 1 inside sales representative to a team of 5. To date, SFI has generated more than \$550,000 in revenue for The Client.



**\$550K+**

Revenue Generated



**400%**

Contracted Growth