

MUSIC STREAMING SERVICE

The Client is a premium streaming service with more than 100 million songs and over 1,500 playlists, licensed for business use. Their playlists are expertly curated for business moods, industries, and times of day. The company is based in Stockholm, Sweden.

CLIENT REQUIREMENTS

The Client previously had success with a field sales initiative in Sweden. The company believed there was a stronger value proposition in the United States and that its service would be easier to sell within the live setting where it would be used. Therefore, the Client wanted to develop sales teams in Nashville, Tennessee and Austin, Texas. The company's goal was to get into hospitality or retail businesses with two or more locations.

SALES FOCUS INC. SOLUTIONS

Sales Focus Inc. (SFI) recruited, trained, and managed four field sales agents, two in Nashville and two in Austin. SFI implemented a complete results-driven sales process for the Client, including lead generation, structured reporting, field equipment, and market penetration.

RESULTS

The four sales agents SFI managed for the Client hit quota, each closing three deals per month for a total of 12 per month across both teams. The agents generated more than \$100,000 in revenue for the music streaming platform over the one-year contract. Sales Focus provided the Client with an end-to-end sales operation, enabling better pipeline management, accountability, and forecasting. This ultimately drove measurable revenue growth and stronger market presence for the international business.



100%
to Quota



\$100K+
Revenue Generated