



Leading Manufacturer of Consumer Packaged Goods

CASE STUDY

OBJECTIVE :

Overcome Declining Sales and Increase Revenue

One of the leading manufacturers and marketers of consumer packaged goods was experiencing gaps in coverage across their markets and geographic regions, and was also looking to introduce new products to the market. This Fortune 500 company's product line was growing rapidly and they realized they did not have the necessary sales resources or the time to keep up with the growing needs of the marketplace. The company had been partnering with an outside sales force to manage a number of their accounts, yet they were not effectively managing and selling these accounts. It was clear to the senior management team that this vendor was overlooking many sales opportunities and they would need to find new ways to transform their account management program into a more strategic, brand-building initiative.

The company began to search for a new sales partner with a highly developed specialization in improving market share. Upon learning about West Business Services, the company took the next steps to leverage a full account management solution and entrusted West Business Services with a segment of their valuable accounts. The consumer packaged goods company chose West Business Services based on their market experience, caliber of sales professionals, as well as their efficient sales processes. Also, it was very important to the company to know that West Business Services would not replace their sales force, but compliment it.

THE WEST BUSINESS SERVICES SOLUTION :

A Fully Trained B2B Sales Team and Account Management Program

West Business Services' experienced team worked carefully with the company's field representatives to fully understand their unique sales challenges. As the nation's premier provider of business-to-business sales solutions, West Business Services then developed a customized Account Management program that would provide the company's existing accounts with ongoing sales coverage. In the beginning, West Business Services' sales associates were trained on a variety of the client's products from eight different Sales Business Units (SBUs), ranging from Laundry Care to Automotive products, which represented nearly 600 of the company's accounts.

"The consumer products market is highly competitive, sometimes making it a challenge for businesses to win new accounts and grow their existing relationships. We knew it was important to our client to develop a quality sales solution where our sales team could capitalize on the revenue that exists in this market. With our inside sales team, we were able to improve retail pull to augment their headquarter push efforts."

- Senior Vice President of Sales
West Business Services



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With all of this product knowledge, West Business Services immediately began to reach out to the company's underserved accounts with greater effectiveness and speed. Not only did the sales solution require the West Business Services' sales team to make sales calls to their accounts, but they were also responsible for full account management, which included: account ranking, proper account penetration, customized work flows, proper documentation, risk management and evaluation tracking. The West Business Services' sales team was able to turn this sales data into strategic and actionable knowledge, which was later used in planning for promotional funding.

In addition to sales calls, the West Business Services' team was also responsible for effectively managing millions of dollars in annual promotional funding. West Business Services' sales associates identified new promotional opportunities and developed targeted sales campaigns in order to get new products on the shelves and sell displays to tie in with corporate advertising and seasonal events.

THE RESULTS: \$76 Million in Annual Sales

Within three months after launching the program, West Business Services not only effectively managed more of the company's valuable clients, but increased sales and turned a declining segment around, to become a vital and profitable part of their overall business. The solution also created greater field coverage by shifting the responsibilities from the client's field representatives to West Business Services' trained inside sales associates. This shift gave the company's field representatives more face-to-face selling time with their base accounts as well as with new prospects, which also resulted in overall better customer service and increased sales.

West Business Services' dedicated inside sales associates have grown the company's market share by three to five percent, each year for the past seven years. In all, West Business Services generates over \$76 million in annual sales, which makes up nearly 20% of the company's alternate channel revenue. Also, by utilizing West Business Services' sales associates versus hiring additional field representatives, the client has saved over \$400,000 annually in commissions, resulting in a lower cost of sales.

The West Business Services' team has developed strong relationships with their accounts, resulting in valuable feedback. At a recent housewares show in Chicago, several of the accounts called on by West Business Services approached the client to let them know how extremely satisfied they were with their service. Today, West Business Services continues to be the most profitable piece of the company's outsourced business.

WEST BUSINESS SERVICES:

A Premier Provider of Business-to-Business Sales Solutions

West Business Services is the nation's premier provider of outsourced business-to-business sales solutions that help companies derive greater value from their business relationships. Our unique approach combines extensive experience and superior operational methods with advanced technology to help companies dramatically increase sales, improve customer relationships and enhance product presence. As an affiliate of West Corporation, West Business Services is a financially strong partner that is focused on delivering results-driven solutions that help businesses grow.



For more information about West Business Services, call:

888-873-6000

or visit us at westbusinessservices.com