

# Leading Manufacturer of Household Products



## OBJECTIVE: Decrease Gaps in Coverage and Improve Service Levels

The Pet Care Division of one of the nation's leading manufacturers of household products was searching for an effective way to improve coverage of sales and strengthen the relationships with their smaller, Tier 3 accounts, all while continuing to focus on maintaining face-to-face selling time with their larger, Tier 1 and Tier 2 accounts. The company recently reduced approximately half of their internal field sales team, forcing them to uncover a sales strategy that would ensure effective sales coverage at the right cost of sales.

After evaluating their internal capabilities and taking into consideration that their current field sales team was much too small, the company realized that their best option was to partner with a provider whose core competencies were providing business-to-professional solutions. Due to West Business Services' proven success with the company's previous sales and account management strategies, the company turned to West Business Services as their partner.

West Business Services was tasked with developing a consultative sales solution that would help the company overcome three of their biggest challenges:

- Eliminate geographic and small account gaps in sales coverage
- Improve market presence
- Manage cost of sales

## THE WEST BUSINESS SERVICES SOLUTION:

### Full Account Management

West Business Services became a direct extension of the client's internal sales force and supported the company with a team of experienced, dedicated sales associates to exclusively represent the client and their products. These team members were carefully selected based on their industry knowledge and sales expertise to meet the client's specific objectives and goals. The West Business Services' sales team was immersed in the client's brand and culture, and trained on a variety of their prescription pet food products to further enhance their ability to effectively sell and service their accounts.

West Business Service's full account management solution allowed the client to sell to and manage the relationship with veterinary clinics at a more appropriate cost of sales. This allowed the company to deploy their own sales representatives to cover larger clinics. The West Business Services' sales team targeted geographic gaps in coverage, allowing the client to acquire new accounts and build a stronger relationship with existing accounts that previously had little to no touch from sales. The West Business Services' sales team focused on getting to know more about each clinic and their individual needs. In addition to making sales calls to veterinary clinics and breeders, the West Business Services' sales team was responsible for managing their own budget, creating specific promotions, conducting conference lead follow-up calls and coordinating all volume orders to distributors.

"Your participation in my territory with a variety of clients both large and small has allowed me to focus on the top producing clinics."

*Veterinary Account Manager  
Pet Care Division,  
Manufacturer of Household Products*

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Specifically, West Business Services was responsible for selling into and servicing Tier 3 accounts (over 12,000 accounts), including developing new prospective customers into clients. This would allow the client's internal sales team to focus on Tier 1 and Tier 2 accounts (approximately 6,000 accounts).

## THE RESULTS : Increase in Sales and Qualified Leads

West Business Services developed a customized sales call plan and process to ensure each prospect and customer relationship was optimized and that an efficient amount of time was spent on each account. Through West Business Services' full account management program, the client experienced an increase in sales volume with their purchasing accounts. The amount of growth in these accounts was directly related to the number of successful sales calls made to each account.

- Existing accounts that West Business Services employed full coverage on generated a 10% increase in sales volume from the previous year.
- Brand new prospect accounts that the West Business Services' sales team had spoke with displayed a 350% increase in sales volume from the previous year.

In addition, the West Business Services' sales team conducted conference lead follow-up calls to qualify leads post conference to the two largest veterinary conferences with over 30,000 in attendance. Within two weeks of timely follow up, West Business Services took over 2,000 badge scan leads and qualified 40% as viable leads on a new probiotic supplement recently introduced to the market. This in turn resulted in over 600 new accounts purchasing the supplement within less than a three month turnaround time, positioning the product as #1 in the market in less than a year.

Prior to West Business Services focusing on the client's Tier 3 accounts, that portion of the account base was trending at 80% index, meaning that they were losing 20% of their business year over year. Had West Business Services not proactively called on these accounts, the trending would have continued to a 40% decline in business. Within less than a year, West Business Services successfully "stopped the bleeding"; essentially reversing the downward trend and slowly bringing it back toward 100% as the months proceeded. Recent Quarter results showed accounts assigned to West Business Services trending upward and continuing to grow toward profitable results.

## WEST BUSINESS SERVICES :

### A Premier Provider of Business-to-Business Sales and Account Management Solutions

West Business Services is a leading provider of business-to-business sales and account management solutions. Our customized solutions help some of the world's premier companies drive incremental sales, increase market share and strengthen relationships with their customers. We combine our extensive sales experience and superior business methods with advanced technology to deliver an integrated suite of customized solutions that includes lead management, sole territory coverage, team selling and account management. We support every client with a dedicated team of inside sales professionals who exclusively represent our client's business. West Business Services is a subsidiary of West Corporation, a leading provider of technology-driven, voice-oriented solutions.



For more information about West Business Services, call:

**888-873-6000**

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