



Small-to-Medium Sized Business Market

West Business Services is the nation's premier provider of business-to-business sales solutions to many of today's most recognized companies. With decades of experience and a specialized, highly qualified team of sales associates, West Business Services provides a portfolio of customized inside sales solutions that help companies overcome the challenges that are associated with the small-to-medium sized business (SMB) market. Whether concentrating on driving incremental sales from your underserved accounts or focusing on winning new business, our customized sales solutions are designed to help you discover, nurture and grow your business-to-business relationships.

West Business Services supports every client with a dedicated team of sales professionals who become a direct extension of your company's sales force and exclusively represent your business. We carefully select sales professionals that will best suit your program based on their specific industry knowledge and level of experience. The end result is a solution that increases sales and exceeds your expectations. Our extensive SMB market expertise is in the following areas:

- ▶ **Office Products**
- ▶ **Building Products**
- ▶ **Technology Products**
- ▶ **Communication Services**
- ▶ **Transportation Services**
- ▶ **Financial Services**

How Can West Business Services Help You?

One of the greatest challenges in serving the SMB market is growing and sustaining your market share. West Business Services has a proven track record of helping companies successfully penetrate the SMB market by developing go-to-market sales strategies that consistently maximize revenue opportunities. From Lead Management and Team Selling to Sole Territory Coverage and Account Management, our sales solutions can help you in a variety of ways.

- ▶ **Gaps in Coverage** – Capitalize on the revenue opportunities that exist in the SMB market where your field sales are not focused. By overcoming this challenge, you'll be able to recover lost accounts and sales.
- ▶ **Face-to-Face Selling Time** – Increase the amount of face-to-face selling time your field sales organization has with SMB accounts. With more time, you can build solid relationships with your current accounts and retain more customers.
- ▶ **Speed to Market** – By quickly exposing your SMB accounts to new products or services, you'll be able to quickly and effectively generate new market sales.
- ▶ **Lower Cost of Sales** – West Business Services' sales associates compliment your existing sales force, allowing your sales team to focus on winning new business and growing existing accounts. This leads to increased sales without the need to hire additional field sales representatives, which results in lower overall cost of sales.



Companies Across America are Experiencing Great Results from our Sales Solutions.

Client: Fortune 100 Commercial Products Manufacturer

Product: Commercial Cleaning Equipment

Sales Challenge: Increase Sales in Underdeveloped Accounts

Sales Solution: Sole Territory Coverage – target gaps in coverage allowing the client to acquire new accounts and enhance product presence

Results: 40% increase in average monthly sales

Client: Fortune 500 Office Supply Company

Product: Office Products, Office Furniture, Cleaning and Break Room Supplies

Sales Challenge: Stop annual decrease in revenue and customer base

Sales Solution: Account Management – provide existing accounts with ongoing total sales coverage while delivering profitable and sustained growth

Results: 25% increase in sales within the first three months and a dramatic increase in customer retention

Client: Leading Global Software Manufacturer

Product: Web Conferencing Solution

Sales Challenge: Inability to contact key decision-makers, train them, work through applications and troubleshoot

Sales Solution: Lead Management – increase the number of qualified accounts, secure appointments and effectively follow up on leads to ensure conversion into sales

Results: Generated nearly 700 leads per week with a 12% close rate

Client: Premier Global Shipping and Logistics Solutions Company

Product: Shipping Services

Sales Challenge: Decrease in market share, lack of brand awareness and slow speed to market processes

Sales Solution: Team Selling – improve sales coverage through deeper penetration of existing accounts, identify new prospects and uncover new markets

Results: Nearly 45,000 successful calls per month, with 25% of those calls resulting in a sales commitment; the success of these sales resulted in a savings of over \$630,000 in sales and operational costs

To find out how West Business Services can help you improve your sales, call:

888-873-6000

or visit us at westbusinessservices.com

