

**FAST FACTS****Company***Testing Automation Software Provider***Industry***Technology***AG Salesworks Solutions***Sales Opportunity Generation*

"I don't have the time or bandwidth to do my own internal business development. The guys at AG have become an integral part of my sales process, consistently providing my team with qualified appointments. The value we have received through our relationship with A.G. Salesworks has been truly exceptional. I have hired additional Field Reps as a result of the increased lead flow."

Leading Test Automation Software Provider benefits from AG Salesworks

Our client was a young start-up who offered the most efficient and powerful solution for test automation; reducing the development effort from weeks or months to just days. Their proven approach enables companies to bring higher quality applications to the market, faster at a significantly lower cost.

Business Challenge

Our Client's highly skilled field sales team was spending valuable time engaging in unproductive cold calling activities. In order to increase sales and revenue, they needed their field sales team to spend more time in front of prospective customers, rather than making cold calls in search of the right prospective contact. What they needed was a proven and measurable way to increase the number and quality of leads, to their field sales team.

AG Salesworks Solution

With a solid infrastructure and proven processes in place, AG Salesworks provided a solution that mapped to our Clients goals; strengthening their sales team and accelerating their sales cycle. The program we deployed, consisted of lead development activities thru pure cold calling techniques and account nurturing, to ensure that the prospects remained in front of our Client. The process began by assigning a team of resources who became a virtual extension of our Clients organization.

Next, we built a database list of targeted accounts and created a custom dashboard to track and manage key metrics regarding our Clients leads. After we developed a deep understanding of our Client's value proposition and product, the AG team created messaging designed to resonate with our Client's target market.

The Impact

As a result of the sales opportunities that we uncovered, our client yielded \$500K in sales revenue and built a \$900K sales pipeline since project inception. The end result is a compounding, exponential, increase in annual revenue.

For More Information

Please contact us at 781.702.6999