

Building an Inside Sales Support Team

Our client needed to create an inside sales support team focused on supporting field sales, sales channel partners and the customer to contribute to revenue growth

“Our inside sales teams have made tremendous progress and are on their way to adding real value.”
– Executive Vice President – Mid Market Manufacturing Company

Business Issue

The inside sales support and customer service teams were not providing the field sales teams with the support they needed to allow them to focus on revenue growth. There was a lack of understanding of what a best practice inside team should look like and how to get there.

The client had grown by acquisition and each division had continued to operate independently, rather than taking advantage of shared resources.

Adroit's Role

Adroit was hired to develop an inside sales support strategy that would support revenue growth.

Adroit also provided interim management to lead the teams and promote a single culture to break down the organizational silos.

Stages in the engagement included:

- Developing an inside sales support organizational structure.
- Performing a load assessment to determine the appropriate sizing for the inside sales support teams.
- Developing an opportunity management group to track sales leads and increase chance of winning the business.
- Developing improved processes for:
 - Call management
 - Expedite Tracking
 - Special Product Request Tracking
 - Meet Comp tracking and analysis
 - Stock rotations

Outcome

The results of Adroit's participation led to:

A roadmap for achieving a "virtual" inside sales support environment.

A structure around the insides sales processes that allowed for performance management and improvement programs.

A clear understanding of revenue opportunities that the sales team needed to focus on to grow revenues.

Improved coordination between departments breaking down barriers to drive revenue growth.

Business processes developed to support technology implementations.