End to End Sales Case Study

Successfully closed business over $1.2 Million and influenced over $1.7 Million in software license renewals & new business for a web infrastructure development company

Web Infrastructure Development	Business Challenge	Service Provided	Achievements
	The customer is a leading provider of software and services for the development, deployment & managing of the business critical PHP applications. With over 20,000 customers' world-wide and aggressive year-to-year growth plans, the key challenge was to give the best sales-reps time to focus on the big new business opportunities while retaining and growing business from current customers. Additionally, leads from marketing channels like trials, webinars and chats were not being leveraged due to a lack of sales capacity driven by a limited budget	Our goal was to provide our customer with an extension of their sales team out of India in the most profitable manner. Over a 5-year relationship, we built a 7-member team which includes a new business ISR, a Sales Engineer and an SMB renewals/new business team. The team supports their global counter parts by working on their renewal pipeline, qualifying opportunities from the leads in their queues that haven't been able to call on and qualifying leads via chat enquiries from their region.	▪ Closed revenue of $1.2 Million in SMB deals for 2013 ▪ Additionally influenced revenue of another $1.7 Million through lead qualification and chats ▪ 6x return on every dollar spent ▪ Year on year growth in quota attainment and team strength

- Superior domain expertise built over 12 years of technology sales experience
- Access to a highly qualified, experienced and tech savvy sales team
- Increased operational flexibility through our unique sales and contract model
- Faster setup and go-to-market
- Consistent month on month and year to year quota attainment
- Reduced cost of sales by up to 75%

AAyuja Advantage