



FULLBROOK

Case Study - Global Workforce Management Software Vendor

Company Profile: Our client, a VC backed global Workforce Management Software vendor had seen significant success within their home markets, and were now looking to establish a strong presence in the UK and Mainland Europe.

Objectives: Fullbrook were engaged by their CEO and VP of International Sales to provide Outsourced Sales resource to establish both, new channel and distribution partners and directly win new business that would provide credible reference sites for their newly appointed channels.

Timescale: 4 Months

Results:

Within 1 month of appointment the Fullbrook Consulting sales team had;

- Presented our clients solution to over 10 prospective contact centres.
- Built a validated pipeline of over £400,000 of potential new business sales revenues.
- Presented to a targeted audience of 12 of the key resellers in the UK, France and Holland.
- Opened significant negotiations with 5 potential key partners including Siemens Communications and other global 'contact centre solution' vendors who could potentially add significant value to our client's proposition.
- Begun to cause unprecedented concern in the HQ's of two of the market leaders within the WFM market space.

Within 3 months, the Fullbrook Consulting sales team had;

- Closed a single deal worth £235,000 for a multi-site contact centre operation.
- Appointed 3 of the UK's leading solution vendors as resellers of our client's solutions.
- Gained commitment from 2 European Systems Integrators to become resellers and delivery partners for Europe.
- Built a credible and validated pipeline of direct business worth in excess of £1,000,000.
- Had built a channel pipeline of over £550,000.
- Formed a strategic alliance with a global contact centre vendor

After just 4 months, Fullbrook had achieved all of our client's objectives and exceeded their expectations. During and as a part of the final handover back to our client, Fullbrook recruited their new European Channel Manager to further develop the channel that Fullbrook Consulting had already established.

“After almost 20 years in this industry I would never have thought it feasible to achieve so much in such a short space of time. We knew our solutions were leading edge but Fullbrook Consulting have delivered us outstanding results, results on which we will now build our European infrastructure”