

Challenge

Develop an IoT sales strategy to find UK-specific growth

- Sales teams not identifying UK HQ'd enterprises
- Use-case led approach missing opportunities with complex large UK manufacturers
- Gaps in opportunity qualification with key decision makers

Opportunity

Rethink where opportunities can be found

- Develop a blended sales strategy
- Target high growth use cases as well as the largest UK based 'multi-use case' conglomerates
- Shift the mind-set to sales enablement for complex high value relationship selling

Results

Actionable and measurable impact

1. Scalable pipeline with high value
2. New revenue opportunities unlocked
3. Growth roadmap with repeatable business based on customer relationships
4. Deep sales relationships with strategic customers

Solution

Research-led top down and bottom up search strategy

- Deep insight into the largest UK based PLCs offering broad and multiple sales opportunities
- In parallel, find specific use case opportunities offering real traction
- Identify real manufacturers with sales-ready insight

Want to see how it worked?
Reach out to TecFutures

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