

Case Study

Sales Solutions

The Client

Industry: Food & Beverage industry
HQ Location: Rhine Straelen, Germany
Company Size: 10 000 + employees
Type: Private Company

The company is the European market leader in direct sales of frozen foods, operating in 12 European countries with around 240 branches.

The challenge

As a part of the company's long-term strategy to strengthen its market position, the client aims to increase the efficiency of the direct sales by actively approaching the clients, while improving customer experience.

What we offered

As an expert in offering tailor-made sales solutions, we formed a joint management team that developed improvement actions relevant to sales channels, sales techniques and sales strategy. After a careful selection of sales-driven and enthusiastic people, we took a decidedly hands-on approach, focusing on growing the company-client relationship and building on customer loyalty.

To secure long-term and steady growth results, we developed a combined services portfolio:

- **Outbound Telesales** in Belgium, The Netherlands and Luxemburg in Dutch and French, backed up with:
 - **Regular sales training**
 - **Regular quality monitoring**
 - **Daily and ad-hoc analysis** of the sales performance.

How our people made the difference

Initially Yource Bulgaria was entrusted with the Belgium market and part of the Netherlands. Within the first year, our client achieved a significant sales and market share improvement, which naturally led to entrusting us the Luxemburg and the rest of the Nederland market.

By synchronizing promotion and action plans and applying collaborative approach our people succeeded to secure hard targets like:

- **80%** customer reachability;
- **4 times increasing** the conversion rate - reaching steady levels of 20 to 25%;
- **20% increase** of the revenue
- **Improved customer experience.**

Achievements:

Customer
reachability
80%

4 X
Sales
conversion
rate

20%
Revenue
growth