



# TELESALES ENGINE SERVICES DPSS LATAM SUCCESS STORY

## TESTIMONIAL → *Anonymous*



Our main objective was to boost our pipeline and ensure the successful closing of these opportunities through effective follow-up and mentoring.

In collaboration with Echez Group, we provided product training to assigned business partners in our territory. We trained more than 500 business partners throughout Latin America on licensing and the correct use of our products. We also ensured that they were aware of all available resources, such as incentive programs and the value of our products, to maximize their sales.

We worked closely with the Echez Group team and a person from our client in each territory. Our focus was to become the trusted business partner for the assigned partners in each country, providing them with all the necessary support regarding our products. In addition, we made sure that the assigned partners were active and generating turnover at least once a quarter.

The campaign was launched four months after the start of the 2023 fiscal year and ran for six months. During this period, we were able to meet our objectives and achieve outstanding results in terms of lead generation and sales closure.

We are really pleased with the services provided by Echez Group. Their strategic approach, effective training, and constant support allowed us to strengthen our relationship with business partners and maximize our sales.

*DPSS Americas Project Manager*



## CLIENT PROFILE

Multinational software and video game developer.

## CHALLENGES

- Obtain business opportunities generation and effective follow-up to prospects that end the commercial cycle in sales.
- Conduct training on licensing and correct use of products to assigned business partners in Latam.
- Keep assigned business partners active and invoiced on a semi-annual basis.
- Ensure business partners awareness of all resources available to the customer to obtain higher profits from sales (incentive programs) and improve the positioning of the products to be sold (product value).
- Offer support to a list of assigned business partners in each country to convert the client into a "trusted business partner" in the region.

## IMPACT

After implementing the solution, the client was able to

- Maintain constant communication with the potential customer and the assigned distributor, validating that the entire sales process was being fulfilled from start to finish.
- Improve the dynamics of communication and response with the distributors during the business development process.

## SOLUTIONS

By implementing the solution offered by Echez Group, the client achieved the following

- Developed scripts to offer and position the products positively and correctly.
- Implemented CRM and CRMX to manage information developed in the campaign.
- Ensured a follow-up and update of the sales process by opportunities in conjunction with the distributors.

## RESULTS

The positive impact of the solution executed during the campaign is demonstrated in:



Generated sales of **USD\$6.2M** for the first half of the campaign.



Delivered a **pipeline of 154** opportunities, totaling **USD\$2.5M** in management for our client.



Generated a **dynamic dashboard in Power BI** to present results and daily updates of the numbers coming from the execution of the campaign.

