

## RAPID RAMP-UP OF SALES STRENGTH TO DRIVE FAST GROWTH

*First Kernel developed several viable options for a mid market company to rapidly grow sales by supplementing its in-house sales capability with outsourced support for lead generation, prospect qualification, appointment setting and direct-representation.*



### Situation :

Our client was blessed with the mixed fortune of having existing sales resources fully consumed with current clients and pipeline, while at the same time not having the additional sales capacity critically needed to achieve the company's new revenue target.

### Solution:

First Kernel worked with the client's sales leadership to realign its business development process around two scenarios:

- Current internal sales team would continue to farm existing accounts while using spare resources to hunt for new business.
- An outsourced entity would support the internal sales team with prospect list-creation, lead generation, lead qualification and qualified appointment setting. The internal sales team would then take over the process.

First Kernel identified about 15 potential providers of outsourced sales and demand-generation services, ranging from list-creation all the way to direct representation. Following initial screening, 6 providers were presented to the client via facilitated sessions. The process helped educate the client and the provider about each other and expedited mutual due-diligence. Our client was able to further narrow the list of likely providers while also fine-tuning its own go-forward options.

### Status:

Our client has revised its sales model to accommodate third party resources in its business development process.

### KEY OUTCOMES

- Awareness of options available to the company to supplement its in-house sales capability with third party resources to accelerate its sales efforts quickly and at minimal additional cost
- Specific insights regarding how top-tier sales organizations operate and succeed
- Set up of a better process to integrate lead generation, prospect qualification, appointment setting and field sales
- Creation of business development collateral to support sales growth

### ABOUT FIRST KERNEL

*First Kernel is a Business Transformation and Transaction specialist firm, serving mid market Enterprises and Investors. It brings together Capital Access, Strategy Formulation and Hands-on Execution to accelerate growth, revenues and profits.*

*First Kernel advisors are former entrepreneurs, C-level, M&A, Venture and Operations executives with 20 years of experience on average. In aggregate, the Company's advisors have led well over 30 transformation and transaction engagements impacting several billion dollars, in many industries.*

*For Investors, First Kernel's services address Sourcing, Closing and Creating Value in portfolio companies.*

*For Enterprises, First Kernel's services address Restructuring, Renovation and Globalization of businesses and LOBs.*

### FIRST KERNEL

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