



Case Study

Offshore Sales Center Team Drives \$4 Million In Sales



Results

The sales center services provided by Northern Lights have changed the way the client goes to market.

REVENUE GROWTH

Northern Lights' offshore sales center specialists closed \$4 million in sales for the client in one year.

OPERATIONAL EFFICIENCY

The offshore team's organizational structure and metrics mirror the client's U.S. sales operation.

PROCESS FLEXIBILITY

The Northern Lights team can also support email and chat interactions as the client's needs change.

Challenge

A Northern Lights client in the promotional products industry sought additional support for their outbound sales function. They wanted to increase sales among existing and prospective customers and asked Northern Lights for assistance.

Solution

Northern Lights applied its expertise with business process outsourcing (BPO) to create an outbound sales center team using offshore resources.

- The project began with two outbound sales representatives focused solely on making product recommendations to existing customers and reaching out to leads that had previously expressed interest in the client's products.
- The small team from Northern Lights far exceeded client expectations for sales growth. It has since grown into a fully staffed outbound marketing team of 16 highly trained call center specialists.
- The outbound sales function created by Northern Lights now operates as a seamless extension of the client's own marketing team and is able to support all North American time zones, Monday through Friday.