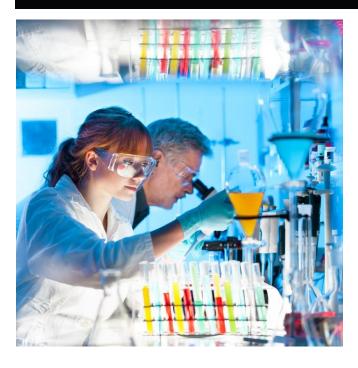


# Delivering the Architecture for Profitable Revenue Growth



#### **SITUATION:**

A life sciences firm with flat to declining growth needed to fuel new revenue growth to meet investor demands.

## **CHALLENGE:**

Demand for the company's services was constrained and the customer base was inefficiently dispersed across a wide geography.

## **SOLUTION:**

The Northpoint team developed a major account strategy and a new sales coverage model that targeted specific companies matching a profile of the client's most profitable solution.

## **RESULTS:**

Sales coverage costs were reduced, and penetration of large customers was attained in a 90-day transition period. Monthly revenue increased by 250% during an 18-month period.

## **SUCCESS STORY**

### **Industry**:

Life Sciences

#### **Practice Areas:**

- Sales Operations
- Sales Enablement

## **ABOUT**

## **Northpoint Business Advisors**

Since 1995, Northpoint has been successfully helping companies of all sizes accelerate revenue growth. More than 200 companies have discovered the value of engaging Northpoint to take a comprehensive look at their existing business models and strategies. And we think you should as well.

Northpoint offers a full range of services that will help your organization drive growth:

- Strategic Planning
- Market & Channel Strategy
- Market Entry & Market Research
- Sales Enablement
- Sales Operations
- Innovation Acceleration

