



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



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