

CASE STUDY



Go!

Airespace, Inc.: Building the Inside Sales Machine



Airespace, a leading provider of wireless mobile enterprise solutions, joined forces with KickStart Alliance to build its sales pipeline.

SITUATION

With aggressive revenue targets, Airespace needed to quickly ramp its VAR channel and pump a steady flow of qualified leads into its sales pipeline. ***Airespace asked KickStart Alliance to turn its Inside Sales organization into a smooth running machine.***

THE KICKSTART APPROACH

KickStart re-architected the Inside Sales organization by determining the optimal inside sales strategy and redefining roles and responsibilities. KickStart provided comprehensive guidance on building, hiring, and coaching members of the inside sales team, rolling out a new compensation plan, and implementing a closed-loop lead generation process.

SUCCESS!

"KickStart quickly turned our Inside Sales team into a star organization," said Tom Wilburn, VP of Sales. "Mary Gospe's leadership style and ability to execute helped us increase our monthly run rate of qualified leads by 200%."

*KickStart Alliance is a sales and marketing SWAT team helping B2B companies rapidly achieve revenue in new markets. For more information about Inside Sales Leadership, contact **Mary Gospe** at maryg@kickstartall.com.*

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