

CASE STUDY



Go!

Airespace: Building the Inside Sales Machine



Airespace (now Cisco) was a leading provider of wireless mobile enterprise solutions that 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 transform 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!

Symantec achieved recognition of this marketing best practice "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 helps B2B tech and clean tech companies align and optimize marketing and sales operations to maximize results. For more information about Inside Sales Leadership, contact **Mary Gospe** at maryg@kickstartall.com.