

Sales as a Service Drives B2B Growth for Samsung



Samsung wants to drive mobility sales in the B2B space while expanding their footprint within their existing partner base. They asked MarketStar to deploy an inside sales team to attract and close business with new logos, manage partner relationships, and drive incremental revenue.

MarketStar's Sales as a Service solution begins with data. The team's Sales Development Reps (SDRs) use data and advanced prospecting tools to quickly identify key decision makers and prioritize outreach efforts. Once leads are prioritized, the SDRs enter contacts into an advanced contact engagement sequence using Outreach.io, where they receive a mix of personalized automated emails as well as phone outreach until the decision maker is contacted. SDRs perform in-depth lead qualification with decision makers, including analysis of potential opportunities and propensity for growth before passing warm leads to inside Territory Account Managers (iTAMs). MarketStar's iTAMs then engage the leads to register deals, accelerate pipeline, and identify additional opportunities to introduce other Samsung products. They also manage existing customers within Samsung's partner base to increase Samsung's wallet share of mobility products through training, relationship management, and cross-sell/up-sell analysis.



- **Increased first half revenue by 143% Y^Y**
- **MarketStar's team carries an annual quota of \$91 Million**
- **Increased pipeline from \$2.4 Million to \$53 Million in last six months**