



Driven to accelerate our customers' revenue generation capabilities



Information Technology Managed Services Provider

Sagiss realizes a dramatic increase in monthly recurring revenue due to Vendere sales process.

For over 10 years, Sagiss has been developing a unique approach to computer network management. Sagiss manages networks with a disciplined and proactive set of processes. These processes include regularly scheduled maintenance, continuous network monitoring, a web-enabled request tracking system, clear, concise network documentation, and an annual network plan and budget. The company currently manages over 180 servers and 1400 workstations, in over 80 locations.

For more information visit www.sagiss.com or contact Dave Taylor at 214.989.0421

Setting The Stage For The Future

Vendere began the engagement by developing a comprehensive Sales Plan that became the sales roadmap. Vendere then brought in an experienced Account Executive to implement Vendere's lead generation and sales effectiveness processes. Concurrently, Vendere facilitated a weekly sales management meeting that integrated the sales function with Sagiss' operational functions.

Sagiss' Results

Vendere has been engaged on this project continuously since November 2003. The results have been a growing monthly recurring revenue stream surpassing Sagiss' previous high monthly revenue mark. During this time, Sagiss and Vendere have mapped out an aggressive new course with additional offerings, both services and tools, to continue the upward revenue momentum, as well as serve a broader market.

Enabling the Customer

Vendere has ensured that Sagiss can focus on their core competencies of world class customer delivery and new technology offerings. The focus allows Sagiss to deliver the most sophisticated offerings at an extremely competitive price point, while Vendere was focused on sales and top line revenue growth.

Technology Sales Outsourcing Case Study

Solution Overview

Industry

Information Technology Managed Services Provider

Company Profile

Sagiss manages networks with a disciplined and proactive set of processes. Sagiss currently manages over 180 servers and 1400 workstations, in over 80 locations.

Situation

Sagiss repeatedly tried to hire and manage a sales team without success. Management decided to focus on the company's core technology strengths. At the same time, there was a need to continue to grow the sales function of the business.

Business Solution

Vendere outsources Sagiss' sales function and works closely with Sagiss to plan and manage the sales function. Vendere has taken the responsibility to identify and close opportunities.

Benefits

Sagiss monthly revenue is at an all time high and continues to grow quarter over quarter.

"My background is purely technical, and I run a technical organization. All our attempts to hire and manage our own sales person did not work out for one reason or another. We simply did not know how to manage the sales process properly. (As Pogo once said, 'We have met the enemy, and he is us.') Vendere has changed all that. They apply processes and procedures to sales the way we do to managing technology. Vendere has enabled us to focus on what we do best, and relieved us of a burden we couldn't manage ourselves. Now, I can't imagine doing things any other way."

Jim Lancaster, Sagiss, LLC

About Vendere

Vendere is Latin for "to sell." Our team is driven to accelerate our customers' revenue generation capabilities.

Vendere's program is designed to provide the framework and methodology to develop a model for your company that guarantees attainment of revenue goals, increased ROI of your sales process and growth of your sales funnel.

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