Building a Million-Dollar Revenue Stream

OVERVIEW

This partner is a well established broadcasting company that specializes in various forms of media. They cover markets as large as major metropolitan areas, and a small as quaint suburban towns and were looking to expand into digital.

SALES ENABLEMENT & PROFITABILITY

AdCellerant developed a training schedule focused on presale efforts, including **prospecting and pitching,** along with product and onboarding training to ensure there was a thorough understanding of the solutions available. We lean on a series of presale tools, including **listings, reviews, and website scanners.** Additional sales personnel were available to manage sales discussions tied to these products.

STRATEGIC ONBOARDING

Objective
This partner came to us asking for a product they could offer to SMB's in their markets across the nation. They needed the product to be designed to **support a businesses local online presents by including a website, local search solutions, review and reputation management services, and more.**

Onboarding
Onboarding lasted three months for this partner and during onboarding AdCellerant specialists assisted in:
- Product development
- Training hundreds of sales reps
- Walkthroughs of the AdCellerant Academy
- Frequent meetings with sales managers
- Explaining the value to partners of selling a product that combines website development with listings + reputation management, increasing performance and retention.

Challenges
The partner's large scale made onboarding a challenge, which we were able to overcome with a well-developed go-to-market strategy.

Margin improvement
Sales personnel were able to focus more on identifying sales opportunities and setting up calls.

RESULTS

97% YoY growth in monthly revenue

1MM+ In annualized revenue

PARTNER RELATIONSHIP

When we identified challenges, we came to one another to discuss them and identify better solutions. This partner-centric approach allows both parties to remain successful and continue to allow for tangible growth with an optimal solution.