



SALES FOCUS

INTELLIGENT SALES OUTSOURCING

www.salesfocusinc.com

MARCOA MEDIA

ADVERTISING

CLIENT DESCRIPTION

MARCOA Media produces professional print and digital resources to inform and communicate with residents about their community with a focus on United States military bases.

CUSTOMER REQUIREMENTS

MARCOA Media was having trouble finding qualified sales people in two markets, Arizona and New Jersey. The company needed Sales Focus Inc. (SFI) to establish structured sales tracking and manage two successful sales teams.

SALES FOCUS INC. SOLUTIONS

Sales Focus developed and implemented a results-driven sales process with organized reporting for MARCOA Media. From there, SFI hired, trained, and managed two sales teams, one in Arizona and one in New Jersey, dedicated to MARCOA's sales success. Each team had four agents, totaling eight employees.

RESULTS

The two sales teams SFI developed for MARCOA Media exceeded quota across the board. MARCOA completed its 12-month contract with SFI and decided to take the Arizona and New Jersey sales teams in-house.