



New to the market? No worries, you can exceed the target of your very first year in the new market.

Orchida is a well-known Software company based in Egypt, then expanded to all GCC countries.

In 2018, they established a branch in Saudi Arabia, and they plan to start selling their ERP solution to the Saudi Market.

The challenge:

They don't have any references in the Saudi market yet, and no partnership with other vendors could help them approach it. In addition, they don't have a local sales team to generate leads.

The required solution:

It is to find a way to generate qualified sales leads and convince the prospective client to attend the ERP demonstration. Orchida's ERP solution has some powerful advanced features, so it was like more demos equaled more potential customers.

Bizness Live Respond (what we did):

We collaborate with Orchida management to identify the most selling points of the Orchida ERP to be used in our sales message and also to address most industries that need those advantages

We used our team's experience selling similar solutions to the Saudi market to customize a professional sales approach for contacting selected decision-makers inside the targeted industries.

Success:

Orchida won 7 deals in the first six months of our camping. We successfully built an active and promising sales pipeline that helped by the end of the first year to exceed the planned sales target.



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