

Brand, Messaging and Content Marketing for Field Sales Company

Overview

The Need

Web visitors were left confused about the company's true identity and size.

The Solution

A new messaging platform, easy-to-navigate website and content marketing program gained the organization brand awareness.

The Benefit

The company was able to break into the high competitive pharmaceutical vertical and raise market awareness among enterprise companies.

Creating all messaging and position from scratch, company was able to break into new vertical markets

Sales Partnerships is the most highly decorated field marketing firm in North America, but most sales executives had no idea who they were. Despite delivering business-to-business field sales and sales enablement programs for some of the most well-known brands in the world, Sales Partnerships wasn't grabbing the attention of their customers. Their dated logo and text-heavy website left many customers confused about their true identity. Likewise, their old logo and lack of messaging and brand guidelines didn't represent the innovation and fresh thinking Sales Partnerships brought to their services. Sales Partnerships needed to better connect with their customers and inform potential customers, as well as potential hires of their unique mission in the sales world.

The Strategy

The company needed to look and sound like a cohesive company with a wealth of experience. I created a new messaging strategy and value proposition for the company to focus on moving forward. I also focused on differentiating the messaging by including value statements and focusing on the science, rather than art, of sales.

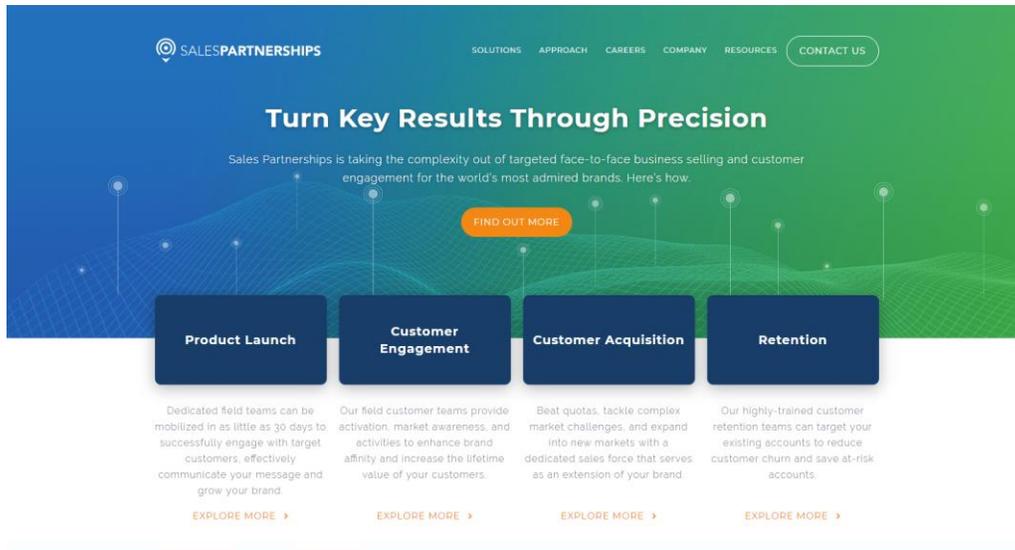
The Logo and Website

After reviewing the company's upcoming business goals and initiatives, I worked with agencies and freelancers to develop a new logo and website that represented the precise, yet forward-focused feel of Sales Partnership's business.

I selected a logo that mirrored a GIS pin, demonstrating the precision targeting of the company's territory management and market development. needed to look and sound like the security experts they are. Bright accents of blue and green brought energy into the logo.



Once the logo was selected, I focused on creating content that reflected the company's modern identity. With input from current and past clients, I identified key issues with the current messaging and website usability and created a specific roadmap for content and site architecture moving forward.



Benefits

The company received new content focused by product and service line, as well as industry. I integrated technical information into infographics, case studies, and white papers, all while building content marketing campaigns in their new brand voice. The company's new improved website structure and content, along with a sleek and highly visual design, breathes life into the Sales Partnerships brand and solved the many issues users had with the previous content.

By focusing on vertical content, the President of the company was invited to speak at industry trade shows and was a featured keynote speaker at a pharmaceutical sales conference. He had never been invited to speak at a trade show before.

Articles

Inc. Magazine Ranks Sales Partnerships Among America's Fastest-Growing Private Companies

Broomfield, Colo. (August 16, 2017) – Inc. named sales outsourcing firm Sales Partnerships, today to the 1,230 spot on the 36th annual Inc. 5000, the most prestigious ranking of the nation's 5,000 fastest-growing private companies. The companies on the list represent the most innovative and leading-edge firms in the United States.

This is the sixth time Sales Partnerships made the list. Of the tens of thousands of companies that have applied to the Inc. 5000 over the years, only a fraction have made the list more than once. *A mere 2 percent of companies on the Inc. 5000 have made the list six times.*

"Sales Partnerships is proud to be one of Inc. Magazine's fastest growing firms," said Sales Partnership's President and Chief Sales Officer Fred Kessler. "This listing validates our recent successes and current position as a national leader in sales outsourcing. This growth is driven by how enterprises are rethinking how they build out sales teams and our ongoing focus on the successes of our clients and employees."

Sales Partnerships is the industry-leader in outsourced services for building business-to-business field sales teams and field engagement teams for Fortune 500 companies. Sales Partnerships has been providing outsourced sales solutions since 1997, and is one of the most highly respected and most-awarded sales outsourcing firms in the market.

More enterprise businesses are turning to sales outsourcing as a way to quickly scale and augment their existing sales teams without straining existing resources. Outsourcing allows organizations to improve sales volumes and revenue quickly while their existing teams focus on high-priority initiatives. Sales Partnerships provides rapidity, flexibility and experience, with full accountability regarding all sales results and activities while representing the client's brand. The company's proprietary technology solutions allow for better territory management and quicker identification of key accounts.