

Brief

Connection had an existing dealer network across the Middle East with a solid trading history. Distributors typically carry multiple brands, so the manufacturers are at the mercy of distributor salespeople who often steer customers toward the cheapest solution—or easiest sale—to generate revenue.

Connection's Managing Director, Kelvin Bromley, observed the need to have their own Regional Sales Manager (RSM) based in the market to boost their presence with specifiers and make strategic decisions regarding distribution.

Solution

Connection's RSM was leased to them for 50% of her time each month. Her other client was a noncompeting, complimentary brand with full transparency to both companies.

She was considered part of the sales team by the Connection staff in the UK. She attended all sales calls and operated in the company CRM. As far as everyone was aware, both clients and colleagues alike, she was employed directly by Connection.

Case Study: connection

Connection UK designs and manufactures innovative commercial furniture that adapts to the ever-changing ways in which people effectively work and learn across variety of modern environments worldwide.

"Good dealer-partners relish training and lead with quality solutions when guided by the manufacturer's representative."

— Kelvin Bromley



Result

- Repserve saved Connection \$58,000 in annual costs.
- Overall sales pipeline increase of 120%.
- Increased dealer network quality, engagement, and loyalty.
- Connection doubled the monthly allocation of their Regional Sales Manager to 100% due to market demand.
- Connection, through their Regional Sales Manager, are now expanding beyond the UAE and GCC to include the whole of the Middle East and Africa.

"We are delighted with how our Repserve RSM has become such a trusted and valuable asset to our growth plans across the Middle East and Africa." Kelvin Bromley | Managing Director, Connection UK