

Marketplace unlocks **\$1.6 million in new revenue** with on demand sales agents



SUMMARY:

A leading US-based industrial firm hired Influx in July 2022 to help them grow their two-sided marketplace. They needed to sign up more vendors, and close more sales from customers.

The on demand Influx [sales team](#) consisted of 10 sales reps, locking in growth. The fully-managed solution (training, upskilling & QA) closed \$1.6 million in new revenue in five months.

INFLUX TEAM SETUP:

- 3 sales reps at launch
- 10 sales reps after two years
- Sales management included
- Sales rep training included
- Revenue QA included
- Weekly reporting included

INFLUX TEAM RESULTS:

- Total revenue generated: \$1.6+ million over 5 months
- 5% conversation rate, consistent for every agent
- 2,000+ leads/month

Getting started with Influx:

This firm grew rapidly. As is often the case with businesses on the fast track, they encountered a common challenge: their internal sales team was swamped with a flood of inbound leads. Recognizing the need to streamline their sales development efforts, the company made the strategic decision to explore outsourcing as a simple solution.

In their search for the right partner, they turned to Influx, initially launching with a team of three sales representatives. Achieving significant progress in lead qualification and conversion rates, Later, they expanded their outsourced team to five, seven, and then 10 SDRs— a decision that allowed them to reduce their internal team for a more cost-effective solution.

Working with Influx, they were able to handle a higher volume of qualified leads, close more deals, and generate over \$1.6 million in revenue over five months.

Influx builds support teams on demand that flex and scale as you need, enabling companies to deliver fast, high-quality support experiences, 24/7.

Ready to try Influx? [Contact sales](#)

