

Sales and marketing strategy and CRM rollout for a leading water & wastewater components seller



Objective

To execute plans of diversification and expansion of the Client's existing business, primarily through streamlining sales & marketing operations and preparing for international partnerships



Our Work

Envint advised the Client on multiple sales and marketing related areas, including:

- Process mapping for sales operations
- Transitioning the existing excel based sales process to a appropriate CRM solution, including training the team
- Identifying gaps in digital marketing & coordinate with digital agencies to revamp website & marketing collaterals; initiate new digital channels for marketing
- Identification of new business opportunities within the water & wastewater sector and arrange tie-up with an international player



Impact

The client has institutionalized a structured CRM and digital marketing process thereby building a better pipeline and stronger brand presence with potential international partners