



AN EFFECTIVE PARTNERSHIP

RAISING SALES THROUGH TEAMWORK

Sierra Wireless wanted to support their premium mobile broadband products within the highly competitive Telcommunications market, specifically focusing on Telstra's channels nationally. Through CROSSMARK'S relationship with Telstra Business, a small portion of Sierra's Joint Marketing funds was leveraged to fund a Sierra brand ambassador program. By gaining immediate stakeholder engagement for the field staff through the current national Telstra Business Coach program, the Sierra field team was able to enter channels that would have otherwise taken a lot of time and resources to engage effectively. **Results: Both companies realized an increase in sales from the launch date. Through this direct approach, there was an 85% increase in measured sales across the covered stores over the first three months.**

