



Profitable Revenue Growth from Smaller Markets

BACKGROUND

ViewSonic Corporation (www.viewsonic.com) is a globally recognized leader in visual display technology. Through a singular focus on display products and rigorous dedication to quality, reliability, innovation and customer service excellence, ViewSonic has become a worldwide leader in innovation. As a major player in Latin America, ViewSonic had already done extensive work in the region, successfully establishing their products and branding efforts in the major information technology markets of South and Central America and Mexico.

THE CHALLENGE: Revenue Growth from the Caribbean Market

Viewsonic's next objective was in developing the Caribbean, a small but fast-growing market. Realizing the potential of the business but unable to justify the initial headcount, ViewSonic needed to find a third-party sales and marketing resource to develop its Caribbean channels. The goals of the Caribbean market development were defined to:

- ✦ Develop in-country representation in the focus markets: Puerto Rico, Dominican Republic, Jamaica and Trinidad
- ✦ Achieve mutually-agreed upon sales goals for the region
- ✦ Create and implement reseller marketing programs in key markets

THE SOLUTION: Deployment of an Outsourced Channel Sales Team

The initial focus was to develop in-country representation in the key markets of the Caribbean. Two local distributors in Puerto Rico, and one each in the Dominican Republic, Jamaica and Trinidad were identified and signed. With distribution firmly in place, an aggressive reseller-focused campaign was launched to drive demand through ViewSonic's Caribbean distribution channel. In Puerto Rico, the largest Caribbean market, a successful product bundle with Lexmark and weekly "specials" newspaper advertising with selected resellers was implemented. The results of the engagement included:

- ✦ Achievement of consistent sales and quota achievement, culminating in 143% and 142% over-achievement in Q3 and Q4 of the engagement
- ✦ Paved the way for ViewSonic to justify hiring internal resources to take over the management of the Caribbean region

