

BYTEAM S.A CASE STUDY

How Byteam S.A. increased the sale of their services and opened new markets.



ABOUT BYTEAM S.A

Byteam S.A. is a technology company that specializes in the programming and development of applications and websites. Its mission is to develop technological solutions through the application of standards, best practices and innovative techniques that guarantee product quality and customer satisfaction. With offices in Ecuador, its service offering has managed to capture large contracts in the private and public sector of the country which has helped them to maintain a steady growth.

CASE DESCRIPTION

The quality of the professionals, the commitment and the experience would be thought to be more than convincing criteria to hire the services of a company. However, reality does not work like that, although Byteam S.A. fulfilled all the requirements needed by its potential clients, it was not always possible to meet them or more importantly to be able to close a sale.

Selling is a complex skill, even more so in today's digital environment where businesses in the technology sector are developing. Knowing how to connect with people and how to present a product in an attractive way is one part of the equation, the difficult tasks companies face are to fully understand the sales channels and have the means by which to contact potential customers and most importantly among all this to be prepared to not stop until acceptable sales targets are achieved.

For Byteam S.A. the main benefit received from Spanish Solution was the expansion of its client portfolio and the closing of new contracts. To obtain these results our company focused its work on the use of sales channels such as: Guru, People Perhour, linkedin, freelancehunt, upwork. Through these we were able to gather a robust file of potential customers, which were contacted in their entirety thanks to the job skills and services present in our company. Among these, the ones that stood out were the agility of our call center and its ability to communicate in real time in four languages.

Main contributions of our company to Byteam S.A:

- Investigation of the market niche where the contracting company develops and search for potential clients.
- Use of the main sales channels present in your market niche.
- Use of email marketink.
- Real-time contact with potential customers in four different languages.
- Real-time contact with potential customers through our call center.

RESULTS



28%

Its quarterly revenues grew 28%.



26%

Opening of English and Russian-speaking markets.



39%

Its initial customer base went from 87% domestic and 13% international to 61% domestic, 39% international.

"We are sure you have a great product or service, don't let it barely transcend anonymity. Sales are the only way for you to keep creating and growing. Today you have the opportunity to team up with us, are you up for it?"

Jean Andrade, CEO.
Spanish Solution S.L

