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Case Study: Success in a New Market with Limited Resources

The Challenge

Commit, a multi-language service provider headquartered in Athens, Greece, elected to enter the U.S. market in order to drive new revenue from direct clients, replace shrinking revenue from partners, and create a presence in the United States as a supplier of language translation and localization services. The firm planned to achieve its desired growth with a limited budget allocated for marketing and business development resources.

The Solution

The firm hired Corlea Group as its Outsourced Business Development Provider for the U.S. Market. Through strategic planning and execution, Corlea Group designed a path to Brand Recognition and Sales Growth specifically in the Southern California region.

- ✓ Corlea Group identified key target markets, leveraged local and regional organizations to reach these markets, initiated and grew relationships with well aligned channel partners.
- ✓ Guidelines for cold calling and social media outreach were created and executed.
- ✓ Thoughtfully planned presentations and seminars were delivered to establish the client as a subject matter expert.
- ✓ Service offerings were evaluated for this market and feedback was given to the client.
- ✓ Corlea Group created sales processes and implemented tools including but not limited to CRM, Proposal Creation, RFP Template, Sales Process Definition and Industry Specific List Acquisition.

The Results

Commit is now recognized as the top provider of language translation and localization services in the San Diego region. Commit will be expanding throughout Southern California in 2014. Some measurable results:

- ✓ Secured over 40 new U.S. based clients in various industries
- ✓ Consistent growth from year three through year 5 of 20% to 50%
- ✓ Profitable in three years during worst recession in modern history
- ✓ Created consistent Sales and Marketing process and activity in key U.S. market
- ✓ Branded company as leading supplier of language service in the San Diego Region
- ✓ Identified service offerings that served to differentiate client in U.S. market

"Since 2009, Commit has been working with Corlea Group to facilitate Commit's establishment and business development in the USA. The dedication and expertise of Corlea Group and its people has positioned Commit for continued growth and target achievement. Commit is keen to continue working with Corlea to further develop its US market penetration." Spyros Konidaris, Founder and General Manager, [Commit](#)

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