



**NIMDZI  
INSIGHTS**  
**CASE  
STUDY**

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**NIMDZI'S UPSWING PROGRAM  
PROPELS EUROPEAN LANGUAGE  
SERVICE PROVIDER TO REINVENT  
SALES STRATEGY GEARED TOWARDS  
REACHING USD 4 MILLION  
INCREASE IN REVENUE**

# Case Study:

## Nimdzi's Upswing Program Propels European Language Service Provider to Reinvent Sales Strategy Geared Towards Reaching USD 4 Million Increase in Revenue

### About the client



In 2017 when two European language service providers owned by the same holding company merged, the newly reinvented Company (which will be left anonymous for the purposes of the study\*) set out to capitalize on workforce, align processes, and put in the effort to work with each other rather than to compete. They have had success in the Nordics, the US, UK, and Germany. In 2018, the Company's total revenue almost reached USD 10 million, but it looked to grow from a small to a medium-sized enterprise. The two companies had previously shared a translation management system (TMS), internal processes, and a sales strategy. However, the time had come to reconsider the sales pipeline and the global model in order for the Company to reach its growth objectives.

### The challenges



The Company's main objective was to achieve sustainable growth by first building on an improved foundation. It wanted to be two things simultaneously, a subcontractor and a supplier for end-clients. The leaders wanted to know what they were doing well, what needed improvement, whether their current strategy could be implemented to achieve the turnover plan that was established, and how to make business consistent in order to achieve an expected revenue of USD 14 million without increasing headcount.

But there were **significant gaps in technology, the sales pipeline, and project management functions that the Company was not even aware of.** They needed an outside expert perspective to fill them in.

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### Delivery

The Nimdzi Upswing program brought Nimdzi industry experts to the Company's onsite location for a set of meetings with 20 executives and managers. The first onsite consisted of three days of sessions in which Nimdzi dove in and assessed the Company's strategies, strengths, weaknesses, and challenges. Topics included translation quality, efficiency, staffing, project management, technology, and sales strategy discussions over the course of the program. A second follow-up series of meetings was held a few months later.

Nimdzi assessed that the Company's sales process was not defined in such a way that would enable strong, sustainable growth, as was envisioned after the merger. Fortunately, according to the Company's CEO, **Nimdzi's most valuable insight came from the sales assessment and consultation.**

After the first round of Upswing sessions, the Company was able to confidently make the decision to implement a new enterprise CRM which fit its needs and enabled it to work towards its goals of increasing revenue by USD 4 million. The sales team is now able to analyze dashboards and track KPIs in line with the new growth strategy. **The implementation also helped shift focus from a month-to-month organization to a long-term vision, as was discussed in detail during the Upswing Program.** At the same time, the Company was reassured that its current TMS was promising and that it would be better to stay with the tool and expand it rather than to buy a new one from the market.

The Company was also able to immediately implement a new approach to communicating with sales leads due to a shift in perspective on champion letters, proposals, and calling – all of which were a substantial focus of the Company's personalized Upswing agenda. The communication insight involving champion letters was implemented immediately and became a gamechanger for the sales team. The Company's CEO shares that after working with Nimdzi, she **"cannot imagine working the old way."**

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Other changes brought into effect after the sessions included restructuring the sales team itself, which resulted in onboarding new team members, including a full-time Operations Director who is responsible for analyzing processes and helping with optimization, as per Nimdzi's analysis and recommendation. Management also walked away from the Upswing Program with **solid insights on RFPs and LQA as well as an understanding of the mind of the buyer, what the buyer process looks like, and how to build on big contracts.** The Company's CEO shares that the training on contracts "was the best training the team has ever received."

During the Upswing Program, the Company was able to reconsider its overall processes and analyze that which was lacking. Nimdzi provided insight on how the ISO 9001 Certification is used and perceived in the industry as well as how the Company could make the most out of it. After the second set of meetings, the Company set out to get ISO 9001-certified.

## Final words from the CEO:

99 Nimdzi is a good consultancy company which we can recommend full heartedly, which would help any small and mid-size LSP change the mindset, strengthen the focus in the business, and unleash the potential of the organization. They have intelligence on the industry and know how biggest companies got on the top. Their biggest contribution could be to the sales and business development department. If you're looking to revamp your sales processes, get a training or two from Nimdzi. 99



If you would like more information about the Company, please contact [info@nimdzi.com](mailto:info@nimdzi.com)