

Becky triple their sales earnings in Q3 with **bespoke value calculator**



Background

Founded in 2018, Becky.works is a Netherlands-based outsourcing firm that specializes in accounting roles. With a robust team of over 150 professionals, they provide Western European companies, specifically in the UK, Germany, and the Netherlands, with access to high-quality talent in Serbia

CHALLENGES

As they've started targeting bigger clients, they needed to showcase the tangible benefits their service would offer to prospects. Unlike traditional outsourcing firms that emphasize low costs, Becky's offering provides Western European companies with access to high-quality talent in Serbia.

This enables local employees to concentrate on high revenue-generating activities, increasing the companies' overall revenue.

Becky was struggling to figure out a way to quantitatively model their offering, and therefore approached Quendrix.

PROCESS

Over the course of several weeks, Quendrix designed, built out and validated a value calculator that showcased how for different types of firms, hiring additional employees in Serbia would enable their local employees to focus on high revenue tasks, hence boosting overall revenue

IMPACT

Becky's head of sales started leveraging the model in discussions with prospective clients, and directly thanks to the model, they were able to sign their largest contract to date, a 1.2-million-dollar deal from a leading Dutch accounting firm with over 1300 employees.

The firm cited the model as the leading reason for them partnering with Becky, stating that the granularity and scope of the model convinced them of the value of Becky, while making it possible to get approval from all stakeholders in the firm.

Becky additionally tripled their sales earnings quarter on quarter and cited the model as a key reason for this increase

“Quendrix's expertise proved indispensable. Their calculator did what we couldn't alone - communicate our complex value proposition clearly. Our growth is a testament to their unique skill set”

- CEO, BECKY

RESULTS



3X

increase in sales earnings quarter on quarter

€ 1.2M

Signed largest contract to date attributable to calculator

“Quendrix's expertise tailored value calculator was transformative for our sales process. It made our unique offering tangible, driving a significant boost in sales. Quendrix is a game-changer”

- HEAD OF SALES, BECKY