LOTUS
BUSINESS SOLUTIONS

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LOTUS CASE STUDY

Building the Commercial Foundation for Scalable Growth

EXECUTIVE SUMMARY

Lotus Business Solutions partnered with a ~100-person language services provider for 18 months to strengthen its business development infrastructure and support expansion into the medical device and life sciences markets. Through sales strategy development, market expansion, and a comprehensive HubSpot implementation, Lotus helped transform a fragmented, founder-led sales function into a centralized commercial operation, ultimately laying the foundation for the company to hire and successfully transition to a full-time internal sales and marketing team.

THE CHALLENGE

The company lacked a defined sales process or dedicated sales resource, with new business development primarily driven by the founder. Sales information was siloed across individual spreadsheets, its existing CRM had gone largely unused, and consistent lead tracking and follow-up were limited. At the same time, the company wanted to expand beyond its established healthcare and education markets into medical device and life sciences but lacked the relationships and market strategy to do so.

LOTUS' APPROACH

To build a scalable foundation for growth, Lotus:

- Defined ideal customer profiles, target markets, sales processes, lead-generation strategy, messaging, and business development roles.
- Developed a market-entry strategy for medical device and life sciences, leveraging industry relationships, strategic introductions, partnerships, and visibility opportunities.
- Collaborated with the marketing team to refine messaging and collateral for targeted industries and prospective customers.
- Implemented HubSpot Sales, Marketing, and Content Hubs, including pipelines, automation, lead tracking, reporting, sequences, onboarding processes, and advanced lead scoring.
- Supported the transition to an internal team through approximately six months of training, knowledge transfer, and HubSpot optimization.

AT A GLANCE

Challenges

Fragmented sales systems, founder-led business development, limited follow-up, and no established presence in medical device or life sciences.

Solution

Built an integrated sales and marketing foundation combining market expansion, sales strategy, centralized CRM infrastructure, automation, and team enablement.

Results

- Established a centralized, repeatable sales and marketing infrastructure
- Expanded the company's presence in the medical device and life sciences markets
- Built the foundation for a full-time internal marketing, business development, and customer support team

LEARNING & LONG TERM IMPACT

The engagement evolved beyond generating new business to addressing the infrastructure required to support sustainable growth. By combining sales strategy, market development, technology, and process design, Lotus helped the company transition from fragmented, founder-led business development to a dedicated internal team equipped to drive growth independently.