

Life Science Case Study

Generating New Revenue

Client overview:



Company: Life Science Industry



Current Revenue: 2.1 Million



Years in Business: 15



Employees: 15

THE BIG WIN:

Increased new leads
by **22%**

The Key Challenges:

- No solid brand or product differentiation
- No lead generation methodology
- No sales leadership or standard operating procedures
- No performance metrics or scorecard
- Lack of sales / commercial business plan
- No Customer Relationship Management System

The Core Solutions:

- Developed a unique brand and product differentiation
- Determined the best methods to attract new leads and customers
- Clearly defined roles and responsibilities
- Developed a sales process and key steps to win clients
- Chose a new CRM and key reporting metrics
- Re-aligned territories to maximize efficiency
- Designed an entire sales plan for years 1-3
- Employed sales SOP's and developed the Sales Playbook

The Results:

- All sales infrastructure was developed and built
- Sales became an important part of the company driving results
- Fixed the sales decline and turned revenue growth positive and exceeded yearly plan
- Completed the Sales Playbook

What the owner said:

- "Dennis helped us to turn around a significant negative loss of revenue to position ourselves favorably to merge with a like industry partner."

**To learn more about how an
Outsourced Sales VP can help you
grow your business call:**



www.SalesXceleration.com