

# Generating New Revenue: Marketing Case Study



## The Big Win

Built a **\$2.2M pipeline** and **150+** new sales opportunities in one year

*The owner now has overall confidence that within the next 24-36 months the new sales organization will generate 50% of company sales. He feels like the sales organization has been built for sustainability and growth.*

## Executive Summary

The owner of a marketing company, in business for 14 years, knew he needed help from a sales consultant because he was the sole generator of revenue. He needed help evaluating processes and employees, as well as developing a hiring process.

## Challenges

- Owner was generating all revenue
- Had one sales rep who was not performing
- Hiring process for sales reps was not finding the right candidates
- No developed sales process was resulting in inadequate or no sales opportunities



## Solutions

- Developed sales strategy and created a company play-book outlining product definitions, markets, buyer personas, sales plays and sales processes
- Established a full sales process from lead generation to client on-boarding
- Replaced and installed a new CRM system
- Removed existing sales rep and hired four new sales leaders to cover the US
- Conducted weekly sales team meetings and one-on-one meetings

## Results

- Accomplished a 52% close rate on client proposals and delivered \$350,000 in new revenue.
- Created positive work environment where the sale process was understood and followed leading to transparency and confidence of the company leaders.
- The owner no longer feels the weight of revenue generation solely on his shoulders.

## Client Overview

Starting Revenue: \$5 Million

Ending Revenue: \$6.5 Million

Staff Members: 16



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