



## Learning to Build a True Sales Organization: Technology Case Study

### The Big Win

Grew sales **50%** year over year in only 12 months. On pace to grow **30-40%** year over year in the next 3 years.

*"Sales Xceleration joined our Executive Team to help us realize our "Rally Cry" of building a Sales Culture that will help us scale and grow. We exceeded expectations due to the leadership and are on a whole new trajectory!"*



### Executive Summary

A technology company, in business for 16 years, knew they needed help from a sales consultant after realizing they needed help building a true sales organization and they did not know where to start. All sales were being handled by the CEO and Sr consultants, which was not sustainable for the long term.

### Challenges

- No Sales Culture
- No Sales Team
- Consultants thought they knew everything - and their strength was not selling
  - Not leveraging their strategic partner relationships

## Solutions

- Hired three salespeople
- Implemented HubSpot CRM
- Implemented sales infrastructure standard GSP deliverables
- Pivoted sales strategy to participate in software sales that drove their consultant engagements

## Results

- Grew sales 50% in the first year (8M - 12M)
- On a pace to grow 35-40% YoY for the next 3 years.
- Installed a vibrant Sales Culture
- Elevated CEO to participate in high-value sales situations

## Client Overview

Starting Revenue: \$8 Million

Ending Revenue: \$12 Million

Staff Members: 55



**To Learn More about how an Outsourced VP of Sales can help you grow your business contact us:**



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