

Creating a Positive Work Environment Through Refined Sales Processes: Finance Case Study



The Big Win

Revenue increased by **20%** and sales costs were reduced by **35%**

Sales Xceleration came in and developed a new plan for the organization, which created a positive work environment through refined sales process and key personnel changes.



Executive Summary

The sales and employees of a privately-held company in the banking industry were not performing as well as forecasted. There was not a defined sales process, leading to lack of direction and employee conflict. The owner knew these issues needed to be resolved, but it was not her expertise, which is when a Sales Xceleration consultant was brought in to help.

Challenges

- Sales team would not follow the owner's direction
- #1 revenue-producing salesperson caused a great deal of conflict, ruining morale
- Sales team did not work effectively with other departments

Solutions

- Terminated 5 non-performing sales people, including the #1 revenue-producing salesperson
- Hired two salespeople that were a better fit for sales expectations and company culture
- Redefined sales process, which led to clearly understood actions by all departments
- Instituted a new sales process that required each department to document and approve their deliverables
- Conducted weekly one-on-one sales meetings with sales representatives
- Created sales metrics and forecasting model to improve visibility and accountability
- Developed new compensation plans that incented behavior the Owner was seeking

Results

- Revenue increased by 20% with a much smaller sales team
- Sales costs were reduced by 35%
- The organization now only processes deals that are consistent with its capabilities
- Turned a reactive culture into a proactive one
- Owner no longer feels like a “firefighter” and enjoys leading an organization with a positive culture



Client Overview

Starting Revenue: \$8 Million

Ending Revenue: Not Disclosed - Increased by 20%

Staff Members: 15

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