Setting Sales Records by Creating a Defined Sales Structure:

Construction Case Study

The Big Win

The company set a sales record in its first full quarter of implementation. Projected **$3 million dollar increase** over the next three years.

"Sales Xceleration came in and helped us fix a broken sales process in our organization. We implemented commission plans, a sales playbook, CRM and trained existing salespeople. It was a significant investment, but they delivered exceptional value."

SALES XCELERATION

Executive Summary

A Construction Company, in operation for 16 years, called on the help of a Sales Xceleration Consultant because they lacked a defined sales process. The sales team was not utilizing a CRM and the company's compensation plans were not effective for the sales reps. The company needed to revise their brand message to make it more compelling.

Challenges

- Lacked Commission Structure
- Territories Needed Re-Alignment
- Sales Skills Needed to be Honed in
- Lacked Opportunity Management
- Needed Lead Generation and Management
- No USP
- No Sales Process

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Solutions

- Defined a Sales Strategy & Sales Process
- Created a Sales Story
- Packaged a Sales Playbook used for Onboarding New Sales Reps
- Installed SFDC
- Defined Metrics and Dashboards
- Installed a Sales Meeting Structure Included 1:1s
- Built Compensation Plans to Drive Company KPIs

Results

- Retained the top sales person by freeing him from account management details and created a hunter role for him with a lucrative compensation plan to match.
- Installed a much needed sales infrastructure.
- Taught the CEO to be an effective Sales Leader.

Client Overview

Starting Revenue: $3.5 Million

Projected Revenue: $6 Million

Staff Members: 25

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

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