



## Creating Sales Processes to Grow Sales Revenue: Home Healthcare Case Study

### The Big Win

Turned declining revenue around and **accomplished a 20% increase in revenue** in the first twelve months.

*“Having an experienced Sales Leader come into our company and put the right people and processes in place, allowed me to focus on my core responsibilities. Not only did it enable us to turn things around from a new sales revenue perspective, it allowed us to focus on our current clients by providing better services leading to a decline in client loss.”*



### Executive Summary

A \$3 Million Non-Medical Home Health Care company, in business for twenty years, needed a sales expert to help grow revenue. The CEO was at the breaking point and knew he could not sustain being the CEO, CMO and VP of Sales, especially with no sales infrastructure or processes in place. Multiple years of declining revenue and increasing loss of clients encouraged the CEO to find an experienced sales consultant to help put the processes and team in place to move the company's trajectory in the right direction.

### Challenges

- Sales revenue declining over several years
- Lost primary salesperson
- CEO wearing multiple hats: CEO, CMO & VP of Sales
- No sales processes or infrastructure in place
- Client churn was escalating
- No dashboards for sales or operations to understand how they are performing on a monthly basis

## Solutions

- Reorganized sales team with outside and inside reps
- Enhanced CRM to better track activity and key metrics and developed sales funnel reports for B2B and B2C
- Upgraded website to optimize SEO and started SEM for lead generation
- Hired 3rd party lead generation firm to build pipeline
- Implemented new process for monitoring client churn rates
- Improved sales team communications and expectations by implementing 1-on-1 and team meetings
- Created new compensation plans

## Results

- Improved overall quality of leads
- Revenue increased 20% in first full year
- Company poised for 20-25% growth in next year
- Expanded service lines into more scalable model and diversified lead categories



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