



Building the Right Sales Team to Drive Results: PEO / Payroll Case Study

The Big Win

Sales funnel grew by 22% and drove gross revenue by **37%**

Sales Xceleration was able to quickly build our sales team using the Genesis Sales Plan and achieve great results.



Executive Summary

A \$2.2 million payroll company, in business for 12 years, had been providing quality outsourced payroll services for small to medium sized companies. They also provided HR functions through their unique software package. Their services and software were quality, but they lacked a sales process, structure, and hiring process. The company had not successfully found quality salespeople, and it was hurting them financially. Bringing in a Sales Consultant to hire the right people and create an environment for them to succeed seemed like a no-brainer.

Challenges

- Nonexistent sales process.
- Let go three salespeople in the previous six months.
- No defined sales structure.
- Lacked compensation plan to attract and incentivize salespeople.

Solutions

- Established sales goals and quotas.
- Outlined requirements necessary to move to the next sales stage.
- Defined and focused sales team on an industry specific value proposition.
- Developed a cadence for weekly sales meetings.
- Increased sales team engagement.

Results

- Hired three sales reps.
- Grew the sales funnel 22%.
- Increased gross revenue by 37%.



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



1 (844) VP4SALES
info@salesxceleration.com

www.SalesXceleration.com