



From Sales Uncertainty to Revenue Growth & Increased Team Morale: Manufacturing Case Study

The Big Win

Increased revenue by **\$2.5 million**. Sales team members expressed an **increased morale** changing their ratings from Poor to Excellent.

“Long story short, I can see it (sales process) getting stronger over the next couple months... I’m a huge advocate of what you set-up here.” — VP of Sales



Executive Summary

A Construction Company, in operation for 40 years, recognized there were gaps in their sales process after sales became stagnant. They decided to seek the help of a Sales Consultant to achieve growth, but did not know where to begin or how to structure the organization for more consistent growth. They were unsure on where to invest and focus resources, how sales should engage, and what their market potential was.

Challenges

- Lacked Go To Market Strategy
- No Sales Strategy or Clear USP
- No Defined Sales Roles / Goals
- Lacked Defined Sales Process
- Metrics Engineering & Production Based
- Resisted growth and changing culture from Engineering Driven to Client Driven

Solutions

- Performed a deep, organization-wide assessment that captured perceptions of roles and responsibilities
- Initiated market research and strategic plan to define USP
- Defined and ranked target client and buyer personas and determined market potential
- Created new sales roles, responsibilities, and compensation plans
- Established processes for each new role as well as integration of sales processes with other functions
- Customized new CRM to reflect processes and auto-capture key metrics
- Initiated culture change initiative to gain consistent and united vision, direction, and accountability

Results

- Launched the shift from day-to-day management based on production capacity to goal and growth-driven leadership based on accountability and set goals
- Increased revenue from 8.7 M to 11.2 M
- Improved morale and job satisfaction among sales team members from “Poor” to “Excellent”
- Established a road map to enable top leadership to reach goals based on 1, 3, and 5 year plans rather than day-to-day fire fighting



Client Overview

Starting Revenue: \$8.7 Million

Projected Revenue: \$11.2 Million

Staff Members: 70

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



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