



From Declining Sales to Exceeding Revenue Growth

Food & Agriculture Case Study

The Big Win

New leads **increased by 22%** and exceeded planned **revenue growth**.

“Sales Xceleration helped us to turn around a significant negative loss of revenue to position ourselves favorably to merge with a like industry partner.”



Executive Summary

A food and agriculture company, in business for 15 years, lost their biggest customer. They knew they needed help when they could not fill the gap from the loss. A solid foundation was never set up to attract and retain business, which is exactly what Sales Xceleration stepped in to do.

Challenges

- No solid brand or product differentiation
- No lead generation methodology
- No sales leadership or standard operating procedures
- No performance metrics or scorecard
- Lack of sales / commercial business plan
- No Customer Relationship Management system (CRM)

Solutions

- Developed a unique brand and product differentiation
- Determined the best methods to attract new leads and customers
- Clearly defined roles and responsibilities
- Developed a sales process and key steps to win clients
- Selected a new CRM and key reporting metrics
- Re-aligned territories to maximize efficiency
- Designed a three year sales plan
- Employed sales SOP's and developed the Sales Playbook

Results

- Developed sales infrastructure
- Sales became key driver for company results
- Turned revenue growth positive and exceeded annual revenue goal



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



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