



Driving Growth Through Effective Strategy, Execution, and Training: Consulting Case Study

The Big Win

The consulting firm had an Outsourced VP of Sales come in on three different client engagements to take the handoff from “strategy” to “growth” to drive the sales process to effectively grow.

“Our Consultant helped us show the results of the strategic sales efforts and that became a reality in our profit and loss (P/L) statement with an 8% increase in profitability and 45% increase in topline revenue.”

Executive Summary

In business for twenty-five years with fifteen employees, a consulting firm providing high-level strategy and management products to a wide variety of healthcare companies was struggling to drive sales results for their client engagements in both the market segments they serve: 1) foreign companies without a U.S. footprint, and 2) companies with a division failing in a specific healthcare market. The firm was unable to bridge the gap between developing a strong strategy and driving sales results for clients, and hired a Sales Consultant multiple times to drive revenue after the strategy was developed.

Challenges

- Struggled executing the strategy developed for clients to produce tangible results
- Lack of sales leadership on team to lead clients into growth mode
- Difficulty pinpointing trouble areas for clients to enable effective implementation of processes
- Inability to accurately assess clients' sales teams to determine if there was a sales leadership gap



Solutions

- Assessed sales teams to determine skillset gaps within both the firm and their clients
- Used Certified Sales Leader (CSL) training plan to prepare a sales team member for the new leadership role
- Developed the sales process, structure, and plan to effectively grow in desired market

Results

- Successful strategy implementation for firm and clients
- Structure developed and in place for successful sales execution
- Revenue growth for client engagements
- Trained or hired a sales leader with the ability to drive growth
- 8% increase in profitability
- 45% increase in topline revenue



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



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