



Building a Field Sales Strategy to Attain Growth: Technology Case Study

The Big Win

Sales growth of 25%, along with every salesperson exceeding their quota for the year.

"I give our Sales Xceleration Consultant credit for helping facilitate our growth and working with our sales team to have our best year ever during an economic downturn." Ronen Neutra, CEO & President, Neutec Group

Executive Summary

In business for fifteen years with fifteen employees, a hardware technology company with lab equipment for microbiology, food science, COVID testing, agriculture, academia, and more, had experienced some sales executive attrition, inhibiting their ability to grow market share and increase revenue. They wanted a Sales Consultant to serve as an Outsourced VP of Sales, working with leadership to evaluate the sales operations, hire and coach the sales team, and put the right processes in place to achieve growth.

Challenges

- Sales team turnover
- Sales team had an inside sales team approach
- Lack of field sales process and experience as hunters



Solutions

- Conducted a market analysis to find opportunities for growth
- Established an effective sales process
- Mentored sales team on expanding the right sales activities
- Set quotas based on sales process
- Coached sales team to increase value of opportunities
- Focused on ways to serve the community during the pandemic

Results

- Created a realistic forecast
- Hired new sales talent
- Made operational changes to differentiate inside sales from field sales
- Achieved 25% sales growth
- Entire sales team exceeded quota



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



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