



From declining growth to 10% increase in one year: Manufacturing Case Study

The Big Win

Sales **increased 10%** in year one to \$10M and **20%** in year two to \$12M

“Sales Xceleration put in the foundational pieces we needed to increase sales and hold team members accountable throughout the business. They demonstrated the leadership we needed to move the needle.”



Executive Summary

A manufacturer, in business for 70 years, knew they needed help from a sales consultant after experiencing declining growth for the past three years. Leadership lacked confidence in the current sales team. Increased accountability was implemented to improve the effectiveness of the sales staff.

Challenges

- Inventory was growing - there was a need to move it and find a better process
- Low close ratio on orders despite high quantity of quotes generated.
- Needed a CRM to manage sales and customer activity
- Compensation plans lacked sales targets to measure progress and reward desired behaviors

Solutions

- Developed a three year growth plan for the business
- Restructured the sales team and territories
- Added an Inside Sales position and compensation plan
- Changed compensation to include sales targets, reward them for demonstrating sales behaviors and hold them accountable for achieving the plan
- Deployed a CRM to manage sales and customer activity
- Worked with production to put in place a weekly sales/production meeting to ensure customer expectations and requests were being met

Results

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