



Record-Breaking Revenue Achieved by Strengthening Sales Processes: Manufacturing Case Study

The Big Win

Grew the sales pipeline by **+30% and revenue by +19%** (\$1.6M) to \$9.6M.

“We brought in an Outsourced VP of Sales to help build the right sales process and bring discipline and accountability to the business development team. He was able to help me focus on working on my business while he led the sales function. He also made the right changes on the team, including a better process with our manufacturing reps, which helped drive sales growth. We worked with him for 18 months, which included a successful transition to a full time VP of Sales.”



Executive Summary

A CEO of a manufacturer of hand-crafted brick ovens for commercial and residential use, in business for 10 years, was focused on building the vision of the company but was bogged down with running the sales team. The company needed sales leadership and improvement in their sales process and Customer Relationship Management (CRM) system for more consistent performance and faster revenue growth. They also needed sales staff to work with marketing on improved messaging, including a unique value proposition.

Challenges

- Slower growth than desired
- No defined sale processes
- Performance of business development and manufacturing reps not at goal
- CRM system not being utilized to track and forecast the sales pipeline
- Inconsistency in sales messaging
- Lack of sales leadership, including performance management

Solutions

- Built a sales process
- Updated the CRM and cleaned up the pipeline
- Improved sales messaging including defining a unique value proposition
- Increased accountability including manufacturing reps
- Restructured comp plans for sales team including team bonus
- Implemented quarterly performance reviews and development plans
- Created a manufacturing rep council

Results

- Improved collaboration between sales and marketing
- Accurate pipeline for forecasting
- Sales pipeline growth of +30%
- Sales revenue growth of +19% (\$1.6M)



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



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