



## Focusing on Sales to Diversify Client Base: Recruiting Staffing Case Study

### The Big Win

A new **1.5 Million** client was closed with a three-year contract.

*"Hiring an Outsourced Sales VP fulfilled all of our expectations and put us in a place where we can manage our future growth. I highly recommend to companies that need to build a sales organization and processes to hire an Outsourced Sales VP to get the talent of a larger company Sales VP, but at a cost which you can afford."*



### Executive Summary

A recruiting outsourcing company, in business for ten years, was focused on internal employee recruitment instead of generating more corporate clients to provide recruiting services. The organization lacked a structured sales process and had more than three fourths of their business tied up in one client. The CEO needed help to put the mechanisms in place to boost their stagnant growth rate.

### Challenges

- Growth rate of less than 4%
- One client = 80% of business
- Lack of sales organization
- Limited marketing process
- CRM tool designed and used for recruiting, not sales

## Solutions

- Established a clear sales strategy
- Developed 3-year revenue plan to diversify client base
- Mapped and built new sales processes
- Hired an experienced sales rep
- Created competitive compensation plan (offered equity)
- Enhanced CRM to support sales lead generation
- Onboarded a new sales rep
- Developed sales meeting cadence for CEO

## Results

- Hired new sales rep and fully integrated into organization within 2 months
- Sales pipeline growth of \$2M within 6 months
- New \$1.5M client with 3-year contract added within 8 months
- Reduced concentrated organizational risk of revenue
- CEO far more confident in future of organization



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