



From Flatlined Sales to High Revenue Growth: Manufacturing Case Study



The Big Win

Grew revenue by 30% for the year, which was a **\$7 million increase**. On target for an additional \$10 million in year two.

"By creating processes and structure, the team was able to focus on the right activities to grow sales 30% in one year after being flat. The company is in an underdeveloped market and is now able to take advantage of the market and drive top line revenue."

Executive Summary

A manufacturing company of air gauge stations for various stores, in business for twenty years, had flatlined sales. The owner promoted their best salesperson to be the Director of Sales but didn't provide any training on how to lead and build a sales team. Friends of the owners were hired as salespeople, but they didn't have much sales experience. There was no strategic plan for growth and the company lacked a proper sales foundation.

Challenges

- No growth strategy.
- Sales organization wasn't structured properly to grow.
- Compensation plan didn't incentivize desired activities.
- Sales leader lacked sales management training and skills.



Solutions

- Determined their unique needs and developed a strategy for the year.
- Created a new sales organization where reps were in the field and called on new business; hired an ISR to handle inbound calls.
- Re-worked the compensation plan to reward new business.
- Created Sales Processes that could be followed and repeated.
- Selected and implemented a CRM to create transparency, support for the sales team and reporting capabilities.
- Taught the sales leader how to lead a team, coach effectively, create accountability and execute the strategy.

Results

- Annual sales growth of \$7 million.
- 30% revenue growth for the year.
- Hired one new ISR.
- Trained two previous sales reps to be effective OSR's.
- Trained Director of Sales to lead the team.
- Hired an outsourced Marketing Company to help with future lead generation and create brand awareness.



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



1 (844) VP4SALES
info@salesxceleration.com

www.SalesXceleration.com