



Building a Pipeline to Drive Growth: Public Relations Case Study

The Big Win

The previous year's total revenue was **attained by the end of the second quarter.**

"Sales Xceleration brought in the sales structure and strategy we needed to be successful."



Executive Summary

An eight-person public relations company, in business for fourteen years, was not building a pipeline for future growth. The process was non-existent, and the organization needed to create a strategy, annual goals, best practices, and compensation plans. They were also in need of a Customer Relationship Management (CRM) System.

Challenges

- Lack of sales pipeline
- Lack of compensation plans and sales goals
- Lack of sales best practices
- Undefined prospecting strategy

Solutions

- Assessed sales team members' skills and set goals
- CRM selection, implementation, and training
- Formalized the sales process to build the pipeline
- Created new compensation plans and quarterly worksheets

Results

- Added \$1.6 Million in qualified sales to the pipeline
- Sustained pipeline growth of \$250-300K quarterly
- Reached \$800K by the end of Q2
- Exceeded the annual revenue goal by the end of Q3



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