



Creating a Sales Infrastructure Leading to Increased Revenue: Retail Case Study

The Big Win

Increased sales by 31% over the previous year & **decreased spending by 19%** over the previous year.

“Sales Xceleration created a solid foundation to ensure we were able to significantly increase our sales.”



Executive Summary

An office supply / office furniture company, experiencing declining sales every year for the last 5 years, decided to hire a Sales Consultant to help create a solid infrastructure for their sales processes and help to increase revenue.

Challenges

- Ineffective lead generation - too heavily dependent on existing revenue
- No defined sales process - each opportunity was handled differently
- No pipeline tracking, no sales metric tracking or sales forecasting
- Little accountability for inferior performance
- Sales territories were not properly configured
- Sales goals and metrics were not shared with the sales team

Solutions

- Handled the complete hiring process and hired two new sales reps
- Held weekly one-on-one meetings and set weekly sales activity expectations
- Traveled with the sales team to establish areas of improvement
- Built and customized Salesforce.com to track activity, results and sales forecasts
- Redefined territories, eliminated account confusion and reduced travel time, leading to increased efficiency
- Designed a new compensation plan, which rewarded new account sales, tying all variable compensation to performance creating a “win-win” for the sales team and ownership

Results

- Sales increased by 31% and expenses declined by 19% over the previous year
- Two under performing sales reps left and two very productive sales reps were hired
- The sales team is happier, due to more frequent communication, compensation plan that rewards performance
- A very happy owner who now has sustainable sales growth and sales infrastructure that will support growth for many years to come



Client Overview

Starting Revenue: \$4 Million

Ending Revenue: \$5.28 Million

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



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