



Utilizing a Fractional VP of Sales to Establish Sales Best Practices & Hire the Right Sales Leader: Professional Service Case Study

Medical Interpretation and Language Translation Company

The Big Win

Broke **\$1 million in monthly revenue** for the first time & achieved **20% growth**

“Our Consultant worked with us as the Interim VP of Sales on a fractional basis. He brought a wealth of business experience and sales best practices to our company even without any knowledge of our industry or services. He was able to help us successfully define, hire, and onboard his successor.” - David Brackett, CEO at Linguava

Executive Summary

Linguava, a medical interpretation and language translation company in business for 11 years with 27 employees in addition to interpreters (1099), had an ineffective sales manager with high turnover within the team, no KPIs, limited use of CRM, no sales accountability, and stalled sales. The company hired a sales consultant to initially assess their sales processes and sales manager.

Challenges

- High sales turnover
- Lack of sales leadership
- Sales manager resigned after 6 weeks
- No documented processes or expectations
- Poor use of tools (e.g. CRM) with no forecasting or understanding customer need
- COVID -- everyone was remote during the entire engagement



Solutions

- Created sales infrastructure
- Modified CRM, clarifying usage expectations for sales team
- Set goals, key performance indicators (KPIs), and measured management by objectives (MBOs)
- Established formal quarterly business review (QBR) process for all key customers
- Initiated 1:1s
- Scheduled regular sales team meetings
- Promoted two Customer Service Reps to Inside Sales to free up Account Managers

Results

- Captured entire business of a key client, that was formerly also using a competitor
- Hired the right sales leader, provided thorough onboarding, and promptly transitioned responsibilities
- Achieved \$1 million in monthly revenue for the first time & 20% growth



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