



Identifying Ideal Client Profile Leads to Major Deal:

Residential Wall Manufacturer

The Big Win

Guided company through identification and negotiations with a significant client that ended with a **multi-year contract worth \$7-10M per year.**

“Our Consultant was a fantastic mentor and person to work with. Coming from a non-sales background, I had very little experience in the field, nor the connections necessary to effectively interact with clients or navigate sales pipelines. They helped immensely in bridging those gaps with their wealth of knowledge, personal experience, and vast network of other great people to connect with.” -Wesley Mitra, Business Development Associate

Executive Summary

A manufacturing startup in the automated offsite construction industry with a staff of 30 employees, had extensive industry experience on their team, but no sales expertise. Through a referral, they brought in an Outsourced VP of Sales to establish their sales infrastructure, hire sales staff, and position them for exponential growth.

Challenges

- No ideal client profile
- Lack of salespeople, process, and experience



Solutions

- Defined the ideal client profile
- Established criteria for identifying businesses with the ideal client profile
- Implemented a Customer Relationship Management system
- Identified and trained two internal candidates for sales
- Provided a cohesive sales plan and methodology



Results

- Established a sales team to execute the sales function
- Negotiated a major multi-year deal worth \$7-10M per year
- Increased the number of meetings with ideal clients

To learn more about how we can help grow your business
as an Outsourced VP of Sales contact us:



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