



Generating Growth with a Defined Sales Process:

Alarm and Security Case Study

The Big Win

Increased revenue by 25% year-over-year allowing the company to stay in business.

“Our Consultant was fantastic to work with. The short of it, in working with them to try and get ahead of the curve, I was able to survive unforeseen challenges and keep my third generation family business from closing and actually grow our sales by 25% during the pandemic.”

-Casey Phillips, Owner, Phillips Electronics

Executive Summary

A nine employee, third-generation family-owned safety and security company, had become stagnant and lacked a clear sales process. New family leadership sought an Outsourced Sales VP to implement effective selling practices and save the company from closing their doors after sixty years.

Challenges

- Ineffective sales staff
- No customer relationship management (CRM) system, prospecting strategies, or key performance indicators (KPIs) established
- Lack of sales process
- Poor compensation plans



Solutions

- Hired a Business Development Representative (a company first)
- Identified internal talent to replace ineffective account managers
- Implemented best practices, including sales team meetings, a CRM, KPIs, and 1:1 sales meetings
- Defined ideal client profiles and personas to focus on higher value sales
- Added an Office / Sales Assistant to the staff for sales support



Results

- Increased revenue by 25% despite a global pandemic
- Clear expectations for the entire team reducing overall stress and greatly improving the company culture

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



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