

Building a Sustainable Sales Strategy for Accelerated Growth: Technology Case Study

EXECUTIVE SUMMARY

An IT Professional Services and Software Resell company was growing rapidly, but was having trouble hiring and retaining sales personnel. The CEO knew he needed help building out the right infrastructure to rapidly scale the sales organization to maintain consistent growth.

THE BIG WIN

Achieved consistent year-over-year growth rates of **50%+ over multiple years to hit \$30 million in annual revenues.**

"We have been working with Ted for almost two years. In that time, Ted created a sales machine that has significantly increased company revenues while enabling long-term scalability. Ted's engagement with us has been truly transformational."

Thad West, CEO Isos Technology



Client Testimonial

Thad West
CEO and Founder
Isos Technology



See what **Thad West, CEO and Founder of Isos Technology**, has to say about his experience with **Sales Xceleration!**

CHALLENGES

- High sales team turnover
- Needed a plan to rapidly grow the sales team while maintaining the highest levels of customer satisfaction
- No defined customer journey, or proactive customer retention tactics in place
- Sales team did not know who their best customers were
- Long sales cycle that needed to be fine-tuned to a quicker close
- No long-term strategy to gain market share over competition

SOLUTIONS

To counteract the high sales team turnover, our Outsourced VP of Sales established performance metrics to hold all sales team members accountable. They recruited, hired, and onboarded for 8+ positions, creating a highly capable team that would maintain customer satisfaction.

In order to ensure the sales process was consistent and all team members understood who their best customers were, a lead qualification procedure was developed and implemented. Increasing market share was addressed by defining the Sales Development Representative's function and aligning the Company's long-term goals to gain a competitive advantage.

RESULTS

- Refined overall sales process and created sales forecasting methodology
- Instituted a meeting for the sales team to hold everyone accountable
- Led recruiting, hiring, and onboarding efforts to create a world-class sales team
- Achieved consistent year-over-year growth rates of 50%+ over multiple years to hit \$30 million in annual revenues

1 (844) VP4SALES

info@salesxceleration.com

www.SalesXceleration.com