

# Solving Gaps in Sales Infrastructure and Processes: Technology Case Study

## EXECUTIVE SUMMARY

A technology company specializing in New Technology Grants with the U.S. Government had been struggling to reach their sales goals and lacked the necessary infrastructure to get there. In order to achieve success, they brought on an Outsourced VP of Sales who was able to provide clarity regarding expectations and objectives and implement sales process that was tailored to their unique needs. With fractional sales leadership, they were able to define KPIs, MBOs and gain the insight they needed to move forward in a positive direction and achieve sustainable growth.

## THE BIG WIN

Grew sales **500%** in the first 2 months. On pace to grow **30-40%** year-over-year in the next 3 years.

*Our Sales Xceleration Consultant was hired and within months solved a long list of sales infrastructure and process gaps with clear and effective approaches. I am extremely pleased with our progress and success due to their highly professional, pleasant, and dedicated style.*

*We exceeded expectations due to the leadership and are on a whole new trajectory! They were a terrific resource and hiring SX was one of the best decisions I ever made!!*

**Eric Frahm, CEO**



## CHALLENGES

- No dedicated sales leadership
- No reliable systems to ensure predictable revenue
- Lack of field sales process and experience as hunters
- Inconsistent results by sales team members
- No Sales Culture
- Poor use of tools (e.g. CRM) with no forecasting or understanding customer need

## SOLUTIONS

Our Outsourced VP of Sales was hired to assess the processes, culture, and systems in order to create a sales infrastructure. They established an effective sales process and mentored the sales team on how to focus on the right sales activities.

A sales process was established and the sales team was mentored to help them focus on the right sales activities to ensure predictable revenue. Our OVPS set goals, key performance indicators (KPIs), and measured management objectives (MBOs). Quotas were set based on the established sales process and metrics.

In order to build the framework for a positive sales culture, another salesperson was added to the team. The sales team was coached to increase the value of opportunities and their CRM was modified to clarify usage expectations for the sales team.

## RESULTS

- Grew sales to **500%** in the first two months
- On pace to grow **30-40%** year-over-year in the next three years

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