

Aerospace Manufacturing: Turning a 10% Decrease in Sales into a 14% Increase

COMPANY PROFILE

With two decades of experience, this aerospace manufacturing company specializes in manufacturing high-quality connectors for the aerospace industry. Known for their precision, reliability, and commitment to excellence, they have built a robust reputation over the years. However, they needed an expert to assist them in addressing their declining sales.



SALES SUCCESS SNAPSHOT



Sales Playbook Created

Enabled the team to follow a structured, disciplined sales process



Revenue Stabilized and Increased

Successfully solved the decline in revenue, steering the company towards a projected 14% sales growth for the year



National 1099 Reps Hired

Expanded the sales force with experienced, independent reps to drive sales efforts more effectively

CHALLENGES

Over the past three years, this aerospace connector manufacturer experienced a troubling decline in revenue, **losing 10% annually.**

The core issues identified were:

- Inability to hire the right Vice President of Sales
- Lack of a disciplined sales process
- Absence of a structured sales organization
- No training programs for their sales team

These challenges had a cascading effect, leading to **disorganized sales efforts and continued decline in revenue.**



The Sales Xceleration Advisor received glowing feedback for their strategic execution:

"Dennis was able to coordinate a 5-month plan to revise our sales organization, hold [the team] accountable, and recover lost revenue."

SOLUTION STRATEGY

The first step towards a solution for this aerospace manufacturing company involved reaching out to a Sales Xceleration Outsourced VP of Sales. It was crucial to **identify any underlying issues** within the sales team and **prepare a robust solution strategy**.

To address these issues, the Sales Xceleration Advisor implemented a **multi-faceted strategy** that included:

Creation of a Sales Playbook

A comprehensive Sales Playbook was developed, providing a structured approach to sales activities, guidelines, and best practices to **ensure consistency and effectiveness across the team**.

Build a Sales Infrastructure

A sales infrastructure was built and put into place to address every aspect of sales development including streamlining the sales process while ensuring the sales team was clear on their roles and responsibilities.

Refining their Value Proposition

The company's value proposition was refined to showcase the unique benefits and advantages of their products, making it **easier for the sales team to communicate this to potential clients**.

Certified Sales Leadership (CSL) Training

Certified Sales Leadership training was conducted to equip the sales leader with the skills, techniques, and tools needed to effectively manage the sales team.

Ready to achieve your sales and revenue goals? Contact us to get started!



1 (844) VP4SALES



info@salesxceleration.com



www.salesxceleration.com



Outcome

By implementing a structured sales process and refining the company's value proposition, the Sales Xceleration Advisor successfully solved the decline in revenue, steering the company towards a projected 14% sales growth for the year.

Utilizing an Outsourced Vice President of Sales

Utilizing an Outsourced VP of Sales allowed the aerospace manufacturing company to tap into **seasoned sales leadership expertise** without incurring the steep costs associated with hiring a full-time executive. By leveraging this expert guidance, the company was able to foster accountability, drive performance, and ultimately reverse the revenue decline, demonstrating that high-level sales leadership can be both **effective and affordable through outsourcing**.