

# Maintaining Sales Momentum Amidst Transition: Technology Case Study

## EXECUTIVE SUMMARY

A Power Industry Data and Analytics company in the midst of re-organizing and growing their sales team was in transition between permanent sales leaders. While focusing on raising capital, they needed someone to maintain their company's sales momentum and provide an operating cadence for the team.

## THE BIG WIN

**Achieved record-breaking revenues** over an 8-month tenure with an **increase of 88%** vs. the prior year.

*"[Our Outsourced VP of Sales] is professional and a pleasure to work with, which allowed them to immediately establish credibility with the team and key stakeholders throughout our organization - including our new investment partners. I would highly recommend [our OVPS] for **any business that is looking for an outsourced sales leader.**"*

**Will Dailey, Chief Commercial Officer**



Client Testimonial

**Will Dailey**  
Chief Commercial Officer  
Yes Energy



See what **Will Dailey, Chief Commercial Officer of Yes Energy**, has to say about his experience with **Sales Xceleration!**

## CHALLENGES

- Sales team members were not following a universal sales process, leading to inconsistent results
- No formal recruiting process, which made it difficult to find and hire additional team members
- Needed to forecast predictable revenue
- Slow sales cycle
- Did not prioritize customer opportunities
- Collaboration between sales and marketing could be improved
- Sales data was not analyzed and trends were not reported to company leadership and board of directors
- Did not have a permanent VP of Sales

## SOLUTIONS

Our Outsourced VP of Sales (OVPS) recruited, hired, and onboarded additional sales team members to expand the team. They instituted a cadence for the team, including 1:1 coaching sessions, sales team meetings, forecasting meetings, and quarterly business reviews and immediately rallied the sales team, infusing discipline and accountability to produce consistent results.

Sales enablement methodology and tools were rolled-out to ensure customers are hearing a consistent value proposition. CRM dashboards were built out to track activity metrics and pipeline growth. The sales team was trained on outbound prospecting and social selling techniques to prioritize customer opportunities.

The OVPS presented at board meetings and worked closely with private equity investors to help scale the business. They trained senior company leaders on best-practices approaches for B2B sales and built the sales organization into a high-performance team, significantly improving morale. They hired and onboarded a highly-qualified permanent VP of Sales.

## RESULTS

- Led the team to achieve record-breaking revenues over an 8-month tenure
- Increased new revenues by 88% vs. the prior year
- The 2nd quarter was the highest revenue quarter ever - exceeding the previous high by 55%

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