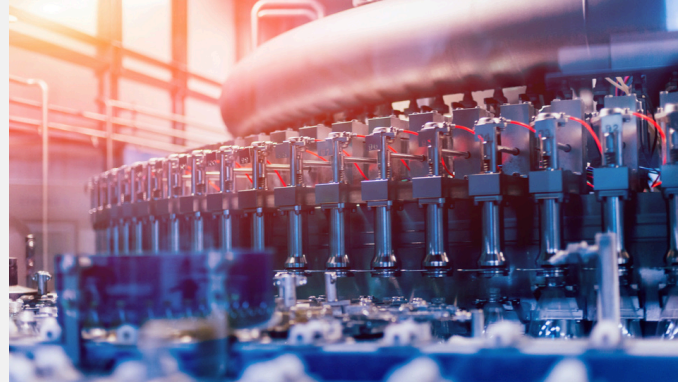


Plastic Manufacturing: 22% Sales Growth Achieved with Expert Sales Leadership

COMPANY PROFILE

In business for 25 years, this manufacturing company specializes in custom extruded plastic products. They had maintained a steady presence but were struggling to achieve significant revenue growth. Despite their expertise and high-quality products, the company had stagnated over the last five years, unable to reach its full potential due to a lack of strategic direction and sales leadership.



SALES SUCCESS SNAPSHOT



22% Sales Growth Achieved

Within six months, the client experienced a remarkable 22% increase in sales



Strategic Sales Organization

With a strategic direction in place, they were able to enter new markets while strengthening existing customer relationships



Enhanced Sales Processes

The creation and implementation of a sales playbook provided a clear roadmap for sales activities, leading to improved efficiency and effectiveness

CHALLENGES

Prior to engaging with a Sales Xceleration Outsourced VP of Sales (OVPS), the manufacturing company faced these **critical sales challenges**:

- For five years, they remained at the same revenue level
- No clear sales strategy or plan
- No dedicated sales team or sales leadership
- Most sales were inbound requests, with little outbound sales activity

These challenges inhibited their ability to expand their market reach, creating a pressing need for a **structured sales approach**.



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

"Dennis was able to completely revamp our sales structure and organization, and within 6 months, we saw a huge increase in sales."

SOLUTION STRATEGY

With the help of a Sales Xceleration Outsourced VP of Sales, the company began to see a transformation in its sales organization, guided by the following strategic initiatives:

Sales Playbook Development

A custom sales playbook was created to establish a **consistent sales process** for approaching sales activities, setting goals, and measuring success.

Refinement of Value Proposition

The company's value proposition was refined to clearly articulate the benefits and advantages of its products, resonating with target markets, while ensuring each rep told a consistent sales story.

Implementation of AI Tools

Leveraging advanced AI tools, they were able to gain deeper insights into customer behaviors and market trends, enabling more **informed decision-making**.

Building a Sales Infrastructure

A comprehensive sales infrastructure program was designed and executed, laying the groundwork for a robust and scalable sales function.

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



1 (844) VP4SALES



info@salesxceleration.com



www.salesxceleration.com



Outcome

The Sales Xceleration OVPS not only transformed the plastic manufacturing company's sales strategy but also set the stage for **sustained growth and success**. Within six months, the client experienced a remarkable **22% increase in sales**. By addressing key challenges with innovative solutions and strategic planning, they repositioned themselves as a leader in the custom extruded plastic products industry.

Utilizing an Outsourced Vice President of Sales

For businesses looking to overcome similar challenges and achieve growth, Sales Xceleration offers tailored sales growth solutions. By utilizing an Outsourced VP of Sales, the plastic manufacturing company was able to **leverage sales leadership expertise at a fraction of the cost**.