



Driving Growth With a Disciplined Sales Process: Commercial and Residential Paving

The Big Win

Increased revenue by 25-30%, reduced customer rework/complaints significantly, and hired a sales leader with industry knowledge.

“Our Consultant was an accomplished leader! They came into our business and helped us structure a position and then permanently fill that position in six months!”

– Keith Callaway, CEO & Co-Founder



Executive Summary

In business for 38 years, a commercial and residential paving company with 32 employees had been operating on EOS, the Entrepreneurial Operating System[®] for a little over a year. The Visionary was not the right sales leader (RPRS) and unable to hold the sales team to any standards on quotes, pricing, customer contact, etc. The company sought an Outsourced VP of Sales to manage the team as well as to find the right sales leader for the long term to complete a significant strategic initiative (Rock).

Challenges

- Lack of effective sales leadership
- Inconsistent in pricing and discounts offered to prospective customers by sales staff

Solutions

- Establish a consistent sales process including pricing and customer expectations
- Implemented best practices, including L10 sales meetings and biweekly 1:1s
- Identified key performance indicators for tracking progress



Results

- Streamlined, consistent prospect and customer experience
- Increased revenue (25-30% projected)
- Hired and onboarded a Sales Leader with industry experience

To learn more about how I can help grow your business
as an Outsourced VP of Sales contact me: