



## **Market Expansion Through Fractional Sales Leadership: Healthcare Case Study**

### **Virtual Reality Training Solution for Healthcare Workers**

#### **The Big Win**

Closed 9 new healthcare opportunities and **\$3 million in annual recurring revenue** (ARR).

*As COO of a healthcare startup, I partnered with a fractional VP of Sales. He helped build the sales team from the ground up, and he established the systems, processes, and metrics that helped the team and company grow. He ran our weekly sales meetings and supported high-value deals to close.” -Steve Hart, COO*

#### **Executive Summary**

In business for three years, a startup healthcare company realized an entire sales structure needed to be built to drive desired growth. The company, based in the U.K., determined they wanted to grow by both expanding into the U.S. market as well as closing larger deals. A sales consultant was hired to help drive growth while the company grew from a staff of three to thirty. Additionally, he built the sales strategy and process, and hired and led the sales team.

#### **Challenges**

- Lack of sales process and structure
- No sales infrastructure to drive revenue
- Lack of sales team



## Solutions

- Built sales process
- Implemented a new CRM
- Hired and trained the sales team

## Results

- Successfully added 9 businesses in the U.S. market
- Closed six figure deals
- Secured \$3 million in annual recurring revenue
- Added clients that are healthcare system market leaders



**To Learn More about how an Outsourced VP of Sales can help you grow your business contact us:**

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