

Driving Sales Efficiency Through Strategic Transformation: Manufacturing Case Study

EXECUTIVE SUMMARY

A seven-year-old Cannabis Extraction Equipment company in the manufacturing industry enlisted the help of an Outsourced VP of Sales (OVPS) to address challenges related to their overextended Visionary. The OVPS implemented several strategic changes that streamlined sales operations, improved lead quality, enhanced team accountability, and bolstered the communication of the company's value proposition.

THE BIG WIN

Negotiated the purchase and delivery of multiple systems to each of the manufacturing facilities of one of the largest companies in this industry.

The trustworthy, solid folks who add value to your operation are few and far between in the Cannabis Industry. I had the opportunity to work with our Sales Xceleration consultant over the past several months. It was not only beneficial to me personally but extremely valuable to our organization. They have the "chops" with a ton of been there and done that experience that he shares in an honest and straightforward way to help move organizations toward the correct and profitable direction we all desire.

Bryce Brisbin, Director of Technical Sales



CHALLENGES

- Visionary was stretched too thin, failing to effectively manage the sales team.
- Facebook ads were generating a significant number of unqualified leads, noise, and sales effort.
- The company's automated equipment is typically 2x more expensive than competitive manual systems.
- The Cannabis industry is fragmented, with many bankruptcies, name changes, mergers, and unique state licensing issues.

SOLUTIONS

Our Outsourced VP of Sales joined the executive team and ran weekly sales team meetings. They developed and documented a Sales Process within a Customer Relationship Management (CRM) system, trained the sales team, and held them accountable for following documented requirements.

The OVPS developed an Ideal Customer Profile (ICP) for organizations that have integrated grow, process, and retail capabilities for a proactive sales strategy, and halted ineffective Facebook ads.

Unique Value Proposition (UVP) messaging was developed with a Return on Investment (ROI) analysis showing the quality and value of a higher priced system vs. the competitive manual systems.

One of the largest companies in this industry with operations in many states was identified and the OVPS engaged them with a focused strategic sales strategy using all levels of the company. Then, they negotiated the purchase and delivery of multiple systems to each of their manufacturing facilities across the United States.

RESULTS

- Identified one of the largest companies in the cannabis industry and engaged them with a focused strategic sales strategy
- Negotiated the purchase and delivery of multiple systems to each of their manufacturing facilities across the US, consuming 18 months of the company's production capacity