

# A Sales Plateau Converted to 4 Million in Growth: Marketing Case Study



## The Big Win

Built an achievable sales plan that outlined how to grow sales by **\$4M.**

*Sales Xceleration came in to interview and observe the organization. Based on the findings, a realistic sales plan was created to quickly generate revenue growth.*



## Executive Summary

A marketing company, in business for 13 years, reached a sales plateau and realized they needed a plan and strategy built by a professional. The company experienced a decrease in sales and wanted to reverse the trend and accelerate their sales effort, systems and tools.

## Challenges

- No sales team and low sales activity
- Poor implementation of their CRM
- Limited performance indicators
- No sales process or sales plan for growth
- Revenue was reliant on one customer
- No job descriptions for employees
- Lacked a sales role strategy

## Solutions

- Developed a sales strategy based on specific observations of the organization
- Created a sales forecast, sales roles and coverage strategy
- Established job descriptions, compensation plans and defined sales personnel profile
- Implemented a CRM plan, complete with leading and lagging indicators

## Results

- Built an achievable sales plan that outlined how to grow sales by \$4M
- On-boarded 2 strategic account managers
- Marketing activity dashboards and staffing resources obtained as a result of the CRM implementation

## Client Overview

Starting Revenue: \$29 Million

Ending Revenue: \$33 Million

Staff Members: 10

