



GALLUCCI VENTURES

SALES CONSULTING

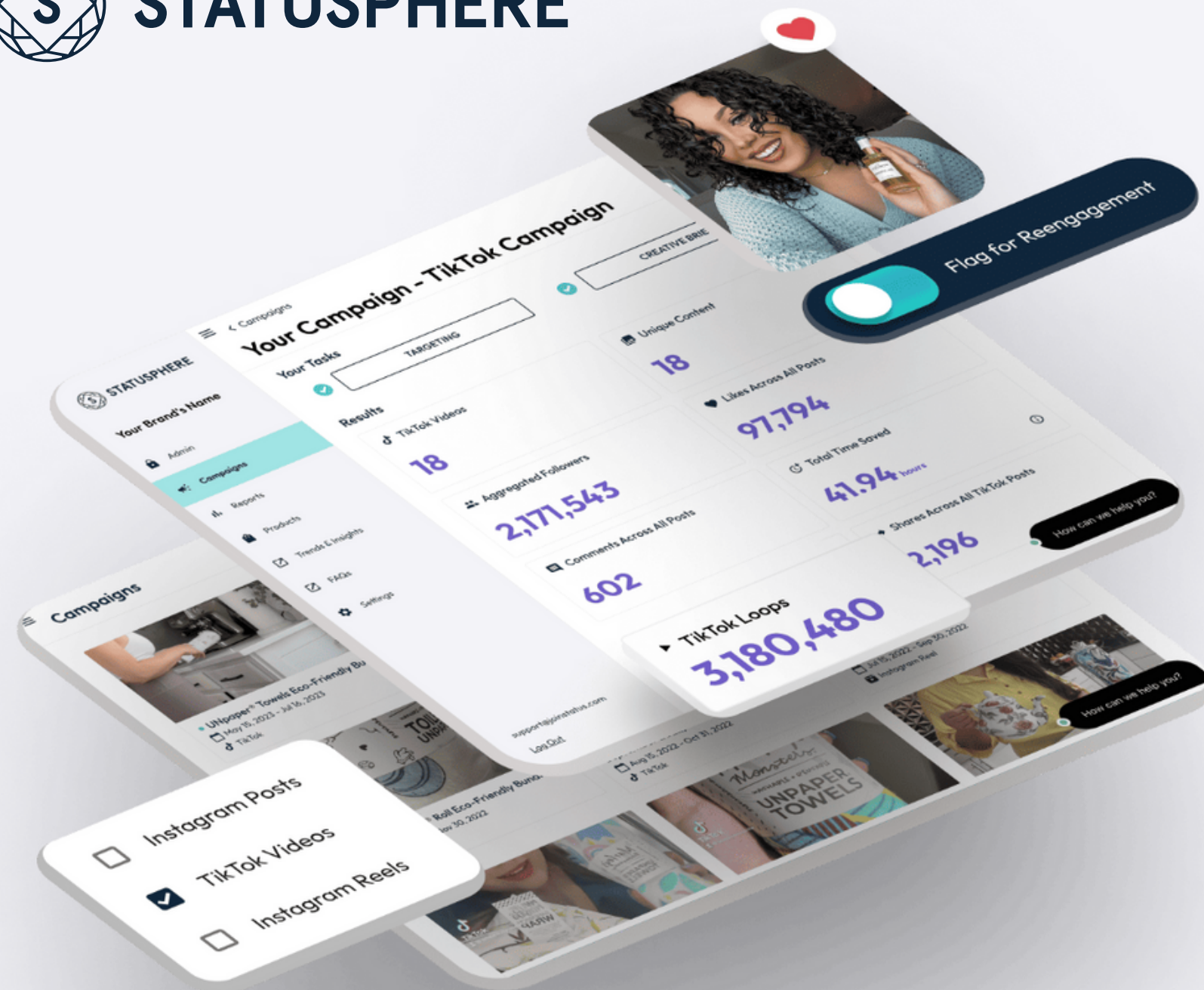


# Case Study: Increasing Revenue by 53%

How Statusphere increased revenue through sales coaching, training & hiring



STATUSPHERE



# The Problem

Statusphere, an influencer marketing SaaS platform, identified product/market fit, secured a round of funding and had grown to an impressive \$2M in ARR.

To meet the expectations of investors and secure their next round of funding, Statusphere founder and CEO Kristen Wiley knew she needed to scale and uplevel her sales team. But with a lack of formal sales training and expertise across the team, she didn't know where to start.

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# The Scope of Work

Prepared for:  **STATUSPHERE**

## Sales Team Optimization

- Clean up organizational structure, job descriptions & compensation
- Observe sales interactions & identify missed opportunities
- Build out & execute group sales trainings and 1:1 coaching programs to close the gaps

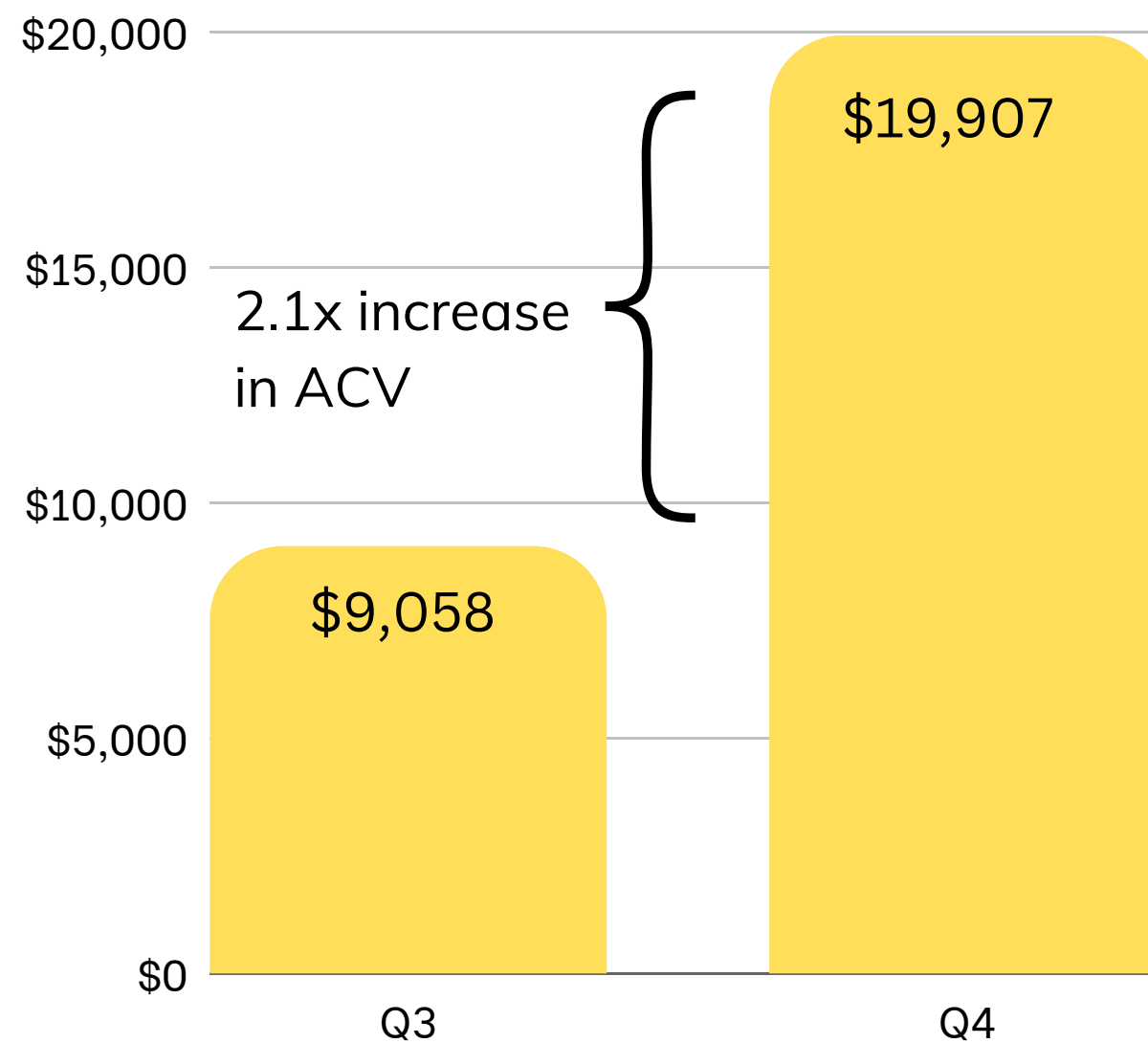
## Sales Hiring

- Build out an ideal Account Executive candidate profile and internal outbound recruiting process
- Create interview process to vet for top sales talent
- Manage the mock call & coaching portions of the interview process
- Provide feedback to inform hiring decisions

## Sales Onboarding

- Build out & execute an onboarding program to get new Account Executive hires ramps and generating revenue quickly

Average  
Contract  
Value (ACV)



# The Results

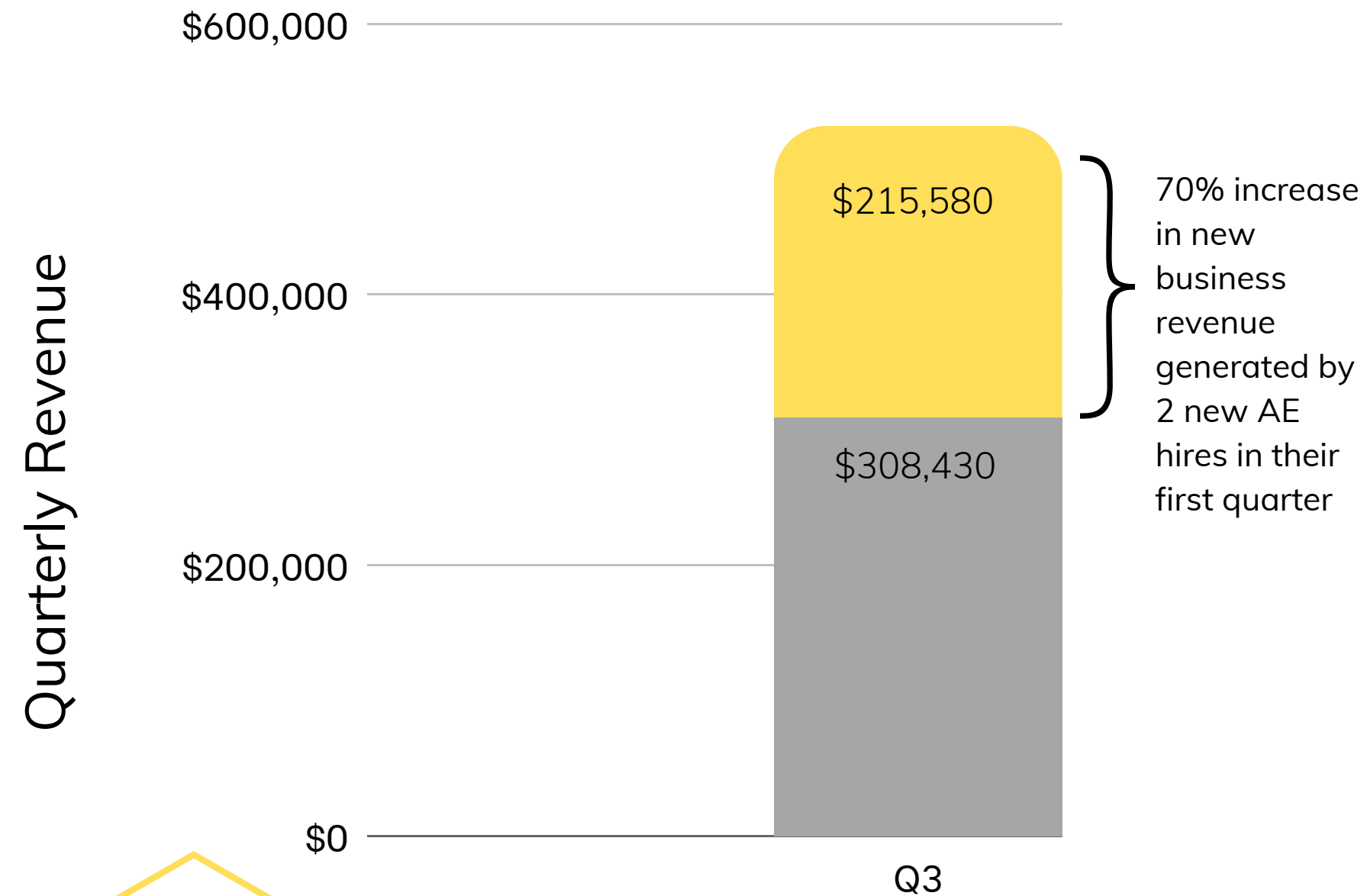
## Sales Team Optimization

- Refined sales roles, responsibilities, KPIs & compensation
- Identified opportunities in the sales process where revenue was being left on the table
- Closed the gaps through strategic changes to the sales process, group training and 1:1 coaching with AE's
- **As a result, Statushere's average deal size more than doubled in one quarter, from \$9,058 to \$19,907**

# The Results

## Sales Team Hiring & Onboarding

- Built out hiring process to properly vet for top sales talent
- Created & implemented Statusphere Sales Boot Camp, an intense two week training & certification program for newly hired AE's including a mix of learning sessions, homework assignments and role playing certification
- **As a result, new AE hires ramped up quickly and generated a 70% increase in new business revenue for the quarter.**







**Kristen Wiley**  
Founder & CEO

# Impact

“As the founder of a rapidly growing startup, understanding the fundamental mechanics of establishing a scalable sales process is crucial for achieving success. Janel has played a pivotal role in our journey towards optimizing our sales team and processes for scalability.

From providing personalized 1:1 sales coaching to shaping high-level strategic initiatives, implementing innovative CRM processes, training and ramping Account Executives, analyzing our sales metrics, identifying gaps, and crafting actionable plans to address them, Janel has been our go-to expert.

**Thanks to our collaboration with Janel, we more than doubled our Annual Contract Value (ACV) and set up our sales processes for scale which helped us raise our latest round of funding.”**



**Theresa Joesph**  
Chief Operating Officer  
Status

# Impact

“Janel provided a ton of value for us at Statusphere. One of the biggest values I saw was the training, workshops, and programming she created for our Account Executive and Customer Success Teams.

The role plays, the certifications, the presentations, and the overall attention to detail that was put into all of that - everything was top of the line. They were done so well and it really set a standard for training here at Statusphere.

**Janel has made a lasting impact at Statusphere and I am grateful to have worked with her.”**



**Jill Hallenbeck**  
Senior Account Executive

# Impact

“I have been working with Janel for the last 18 months as an Account Executive for a SaaS platform and I can say she has helped me improve my sales skills and performance significantly.

She has helped me develop a strong sales strategy, and improve my prospecting, discovery & qualification skills, and ultimately close more deals.

**Thanks to Janel I have shortened my time to close by 23% in a few short months.”**





**Ashley Rieger**  
Account Executive

# Impact

*Janel and I met bi-weekly for sales coaching and in these sessions she would help me pinpoint areas for improvement, have me listen back to my own calls to identify any areas of focus, and put an action plan in place for a goal I wanted to achieve by our next meeting.*

***As a result of these training and coaching sessions, my booked revenue increased 191% in just one quarter.”***

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# Are you a CEO looking to scale and optimize your sales team and grow revenue? Let's talk.



Email

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Website

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Book a meeting

[Click here](#) to view my calendar