



Increasing Growth & Reducing the Sales Cycle to Improve Performance: HVAC Case Study

The Big Win

Experienced a **6% increase** in revenue growth over the course of the year, which is **double the industry average**.

"I highly recommend that CEOs consider hiring an Outsourced Sales VP if creating sustained sales growth is a priority. It's important to find good people who can bring value to your organization. With Sales Xceleration's leadership, we quickly changed many processes, allowing us to create a new sales culture and solicit behaviors to improve our future."



Executive Summary

The owner of a heating and cooling company (HVAC), in business for 20 years, understood he needed to change behaviors within his company in order to achieve sustained growth. He believed implementing the right tools and processes would create a more motivated sales team, leading to better performance.

Challenges

- Slow growth rate of 3%
- Sales Reps' territories were spread across the state and speed of sales execution required improvement to meet market conditions
- New Chief Revenue Officer (CRO) hired was operationally skilled, but not sales experienced
- Existing CRM system not fully integrated into the sales process

Solutions

- Re-mapped process between inside and outside sales and finance organizations to speed sales execution
- Re-designed CRM mobility app and trained
- Conducted weekly sales meetings and bi-monthly one-on-one meetings which were firsts for organization
- Developed new sales reporting package creating more transparency on activity, successes, and margin
- Coached new CRO in defining sales strategy, company and individual business planning, improving poor performance, compensation plans, and CRM
- Supported CFO in annual budgeting and forecasting process and installed new methodologies

Results

- Team performance improved from 3% to 9% growth
- Reduced length of the sales cycle by 30%
- Improved sales focus, with more integrated processes and tools improving team morale
- CRO fully capable to assume strategic and tactical sales leadership after four months



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