



## **Sales Strategy and Processes Provide Immediate Growth: Manufacturing Case Study**

### **The Big Win**

**20% quarter-over-quarter growth** in the last two quarters, which puts the company on track for **65%+ year-over-year growth**.

*“Our Consultant provided clear direction and leadership to the whole company. We all know our role, and we are all now driving to a common objective.” Pat Forbis, Chairman and CEO*



### **Executive Summary**

An electrical manufacturing company, in business for ten years with ten employees, experienced a change in ownership in addition to the shock of COVID-19, exposing the negative impact of their lack of sales strategy and plan. They had been operating transaction-by-transaction and realized that they needed an experienced sales leader to create a strategy and plan, as well as to put the infrastructure in place to grow revenue immediately and into the future.

### **Challenges**

- Needed to create a clear, unified direction
- Lack of sales plan
- No long-term business or sales strategy
- Insufficient channel experience within the team
- Not prepared for rapid growth

## Solutions

- Assessed the company strategy, employees, and processes
- Created job descriptions
- Defined sales territories
- Scheduled weekly “pulse” call
- Implemented bi-weekly one-on-one calls
- Established a CRM process
- Validated the product offering and pricing strategy
- Hired a marketing firm to rebrand the company
- Established sales enablement team
- Scheduled weekly staff meetings for product and business forecasting
- Provided 8-week sales training

## Results

- Reorganized each team to function more effectively
- Defined their unique value proposition
- Created a market strategy
- Recruited, hired, and trained manufacturer’s agents in many territories
- Increased demand generation
- Recruited, hired, and onboarded two high-level salespeople
- Grew the pipeline by 5x in six months
- Increased gross margin by 7%



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