



Turning Flat / Declining Sales Profitable: Manufacturing Case Study

The Big Win

Sales began **increasing in the first 6 months**. The organization became profitable again after just **10 months**.

Sales Xceleration used proprietary assessment results to determine a sales and marketing strategy that better supported the organization's growth objectives.



Executive Summary

The owner of a manufacturing company, in business for 18 years, was experiencing slow to declining sales since acquiring it. Even with the addition of a sales manager, there were no new accounts or growth. The owner was implementing processes for operations and recognized the need for the same in sales, but did not have the resources or knowledge to do so on his own; which is when he contacted Sales Xceleration.

Challenges

- Flat sales 3 years in a row and continuing to decline.
- Creditors were not willing to expand credit lines and other vendors were updating terms to COD.
- Sales functions had no structure: lacking goals, processes, compensation plans, etc.
- The company had no value proposition, visibility into the pipeline, sales cycle times or insights into competitors.

Solutions

- Created a sales and marketing strategy based on Sales Assessment results
- Narrowed product offering to profitable lines and redefined product propositions
- Implemented enhanced lead generation program
- Established clear roles for both internal and external sales functions tied to behavioral and revenue performance objectives
- On-boarded new sales manager and independent sales resources to execute new processes
- Established forecasting and reporting tools that satisfied creditors as well as provided insight into their own sales pipeline and product demand

Results

- 4.8M in revenue projected for the year
- Came in 0.2M over the target needed for the release of additional funds to invest in production improvements

Client Overview

Starting Revenue: \$1.5M

Ending Revenue: \$4.3M

Staff Members: 22



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