



Accelerating Growth with CSL Training and Effective Tools and Processes: Technology Case Study

The Big Win

Sales grew 28% during the year and **increased an additional 10%** the following year, despite an economic slowdown.

"Our Sales Xceleration Consultant was hired and within months solved a long list of sales infrastructure and process gaps with clear and effective approaches. I am extremely pleased with our progress and success due to their highly professional, pleasant, and dedicated style. They were a terrific resource and hiring SX was one of the best decisions I ever made!!" - Jim Brahm, CEO, Security Compliance Associates



Executive Summary

In business for twelve years with twenty-five employees, Security Compliance Associates, a cybersecurity company, committed to a five-year plan for accelerating growth. The leadership team recognized there were some areas in their sales organization that needed to be fixed to drive revenue. They understood the need to hire or train a salesperson to lead the sales team, develop consistent sales processes, and implement an effective tracking tool. Hiring a Sales Consultant provided clear direction on how to accomplish the desired results.

Challenges

- No dedicated sales leadership
- No reliable systems to ensure predictable revenue
- No consistent sales processes
- Reluctance to invest in sales resources until better systems were in place
- Inconsistent results by sales team members
- Cost of sales is high relative to competition
- Expensive to enter or capitalize on some markets – Healthcare/Government

Solutions

- Delivered Certified Sales Leader (CSL) training to two senior salespeople
- Implemented a new CRM and imported existing data from Excel and prior desktop CRM's
- Created a new compensation program to incent the right behaviors
- Developed business plans for each member of the sales team
- Created a documented sales process including defining each step in the sales process connected to key deliverables that needed to be accomplished before moving on to the next step
- Integrated new sales process into the CRM
- Connected client to Breakaway Sales Recruiting for new talent
- Created monthly sales goals and weekly activity metrics and incorporated them into the CRM reporting
- Provided sales management structure and tools for weekly sales and one-on-one meetings, performance activity metric tracking, and quarterly/annual performance reviews
- Introduced EOS for leadership to develop a clear path to their long-term strategy plan and goals

Results

- One senior salesperson was promoted to Chief Revenue Officer (CRO) post CSL training
- Access and visibility across the organization in an online CRM platform
- New sales team members hired and onboarded
- Consistent and productive weekly sales meetings
- Sales grew 28%



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