



## Revamping a Sales Structure to Grow Revenue: Technology Case Study

### The Big Win

The company began to see **increases in sales and close rates**. The overall impact was a **21%** increase in sales within a six month period.

*"Sales Xceleration was able to completely revamp our sales structure and process that led to a quick change in leads and closed sales."*



### Executive Summary

After a technology software company, in business for 15 years, had stagnant sales for three consecutive years, the owner knew they needed help from a seasoned Sales Consultant. The company, self-admittedly, never had a sales leader to manage reps, nor did they have all the necessary sales processes or accountability metrics in place.

### Challenges

- No Solid Sales Value Proposition
- No Sales Team Leadership
- No Set Sales Processes or Accountability
- Stagnant Sales for Three Years
- Lack of Inside Sales Calls / Leads
- Revenue Stream Was Unstable

## Solutions

- Created a Sales Value Proposition
- Developed a Two Year Business Plan & Sales Projection
- Defined a Specific Sales Process
- Designed and Implemented a Scorecard for Sales Team Accountability
- Hired Two New Sales Reps
- Developed an Onboarding Process
- Designed a Sales Training Program

## Results

- 28% Increase in Inside Sales Leads
- 32% Increase in Initial Client Meetings
- 40% Increase on Close Rates
- 21% Increase in Sales

