

CASE STUDY PREVIEW

What We Found in One Sales Audit (And Why It's More Common Than You Think)



OBJECTIVES

When a mid-size logistics company reached out, they weren't asking for help with sales. They thought they needed recruiting support—more reps, more horsepower. But once Newton Steele got inside, it was clear: **this wasn't a headcount issue. It was a system issue.**

FINDINGS

What we uncovered in the **Alignment Audit** was the classic trifecta: pipeline chaos, handoff friction, and reps left to “figure it out” with zero real onboarding or accountability. Leadership knew something was broken, but couldn't pinpoint what—or where. Meetings were happening, but progress wasn't. Follow-up was inconsistent, morale was dipping, and the sales team was surviving on “busy,” but not productive.

SOLUTIONS

They didn't need more people. They needed a map—our **Strategic Roadmap**, to be specific—which laid out exactly where to focus and fix first, so growth wasn't left to chance. (Spoiler: clarity, structure, and buy-in from both sides of the sales-ops aisle were game-changers.)

👉 Think your team might be “**busy but not productive**”? Let's run a quick Alignment Audit. You'll walk away with insight, clarity—and a path to reset the way your team sells.