

How a Social Media Startup Found It's Sales Strategy & Boosted Sales by 30%

The Company:

A small social media marketing startup with a platform that connects people who love discovering new consumer packaged goods and reviewing those products, with brands who also want to get their wares in front of new potential customers.

The Challenges:

The company's sales staff lacked a clear division of labor between pre- and post-sales responsibilities, and the business development team went in too many directions. The staff didn't know how to use their expensive sales tools (Salesforce, Tableau, etc), and there wasn't a sales leader to guide them. Plus, their pipeline process wasn't being followed, hindering any change at accurate mid/long-range sales forecasts.

The Solutions:

- Realigned and streamlined the different teams' responsibilities
- Divided the business development staff into concentrated channels, so they weren't "raking the ocean"
- Provided training on the sales tools, and how they affect (and improve) their daily life
- Redesigned their pipeline, simplified it, and instructed (strongly encouraged!) the team to apply their opportunities correctly and frequently
- Led the team with daily standups - without the C-Level staff (so people could speak freely) - as well as a weekly all hands, along with specialized 1:1's with key staff members

The Results:

- Sales grew more than **+30% in the first six months** of the engagement
- The team felt valued and motivated
- **Usage of Salesforce and Tableau tripled** in the first month and continued apace afterward
- Leadership gained transparency into the daily activities of their sales team
- As well as their first comprehensive (and accurate!) sales forecasting system