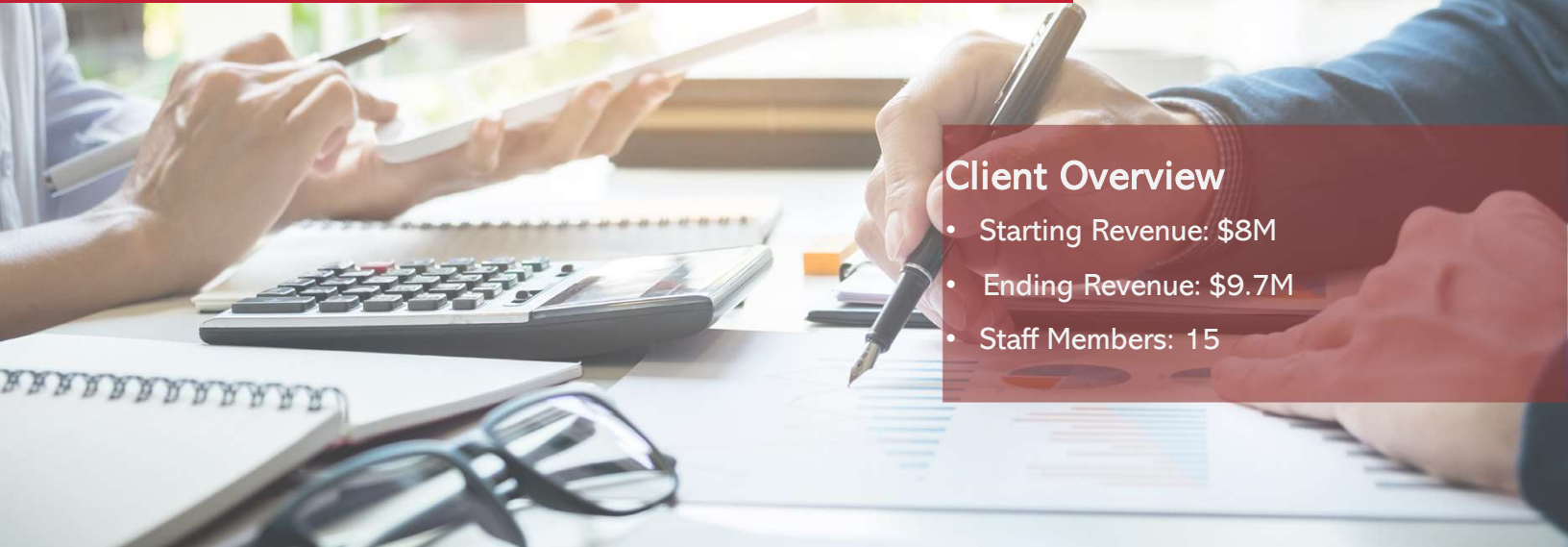


Creating a Positive Work Environment Through Refined Sales Processes:

Finance Case Study



Client Overview

- Starting Revenue: \$8M
- Ending Revenue: \$9.7M
- Staff Members: 15

The Big Win

Revenue increased by **20%**
Sales costs were reduced by **35%**

"Sales Xceleration came in and developed a new plan for the organization, which created a positive work environment through refined sales process and key personnel changes."

Executive Summary

The sales and employees of a privately-held company in the banking industry were not performing as well as forecasted. There was not a defined sales process, leading to lack of direction and employee conflict. The owner knew these issues needed to be resolved, but it was not her expertise, which is when she reached out to an Outsourced VP of Sales to help.

Challenges

- Sales team would not follow the Owner's direction
- #1 revenue-producing salesperson caused a great deal of conflict, ruining morale
- Sales team did not work effectively with other departments



STRATEGIC
SALES
SOLUTIONS



POWERED BY:
**SALES
XCELERATION**
STRATEGY | PROCESS | EXECUTION

Solutions

- Built an accurate forecast
- Terminated five non-performing sales people, including the #1 revenue-producing salesperson
- Hired two salespeople who were a better fit for sales expectations and company culture
- Redefined sales process, which led to clearly understood actions by all departments
- Instituted a new sales process that required each department to document and approve their deliverables
- Conducted weekly one-on-one sales meetings with sales representatives
- Created sales metrics and forecasting model to improve visibility and accountability
- Developed new compensation plans that incented behavior the Owner was seeking

Results

- Revenue increased by 20% with a much smaller sales team
- Sales costs were reduced by 35%
- The organization now only processes deals that are consistent with its capabilities
- Turned a reactive culture into a proactive one
- Owner no longer feels like a “firefighter” and enjoys leading an organization with a positive culture



**To learn more about how I can help
you grow your business, please contact me:**

Scott Tappan – Outsourced VP of Sales
Strategic Sales Solutions, Powered by Sales Xceleration
(248) 515-8799 stappan@salesxceleration.com



STRATEGIC
SALES
SOLUTIONS



POWERED BY:
**SALES
XCELERATION**
STRATEGY | PROCESS | EXECUTION