



Developing a Sales Management Cadence that Grows Revenue: Marketing Case Study

The Big Win

Grew revenue more than 100%.

"I have gotten more from Sales Xceleration's Fractional Sales Leader for our organization than I have ever gotten from a full-time sales leader." - President

Executive Summary

In business for 35 years with 50 employees, a full-service marketing agency of services, branded merchandise, and fulfillment was looking for new ways to grow sales. The company opted to use an Outsourced VP of Sales to find new ways to grow sales, implement a sales process, and hold their team accountable for achieving goals.

Challenges

- Slow revenue growth
- Unclear on how to expand client base
- Owner was the highest revenue producer
- Struggling to achieve financial goals
- Lack of strategy on how to sell newly secured sources of Personal Protective Equipment (PPE)



STRATEGIC
SALES
SOLUTIONS



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

Solutions

- Built an accurate forecast
- Created clear lines of accountability
- Reengineered sales comp plans
- Established an effective sales management cadence
- Created a strategy for selling PPE at the institutional level during COVID-19
- Eliminated unproductive sales executives
- Grew the sales team with high-quality talent
- Included sales in executive team meetings & strategy sessions

Results

- Achieved 2020 forecast
- Brought in additional revenue by expanding offering
- Grew revenue > 100%
- Implemented a strategy and process to drive additional growth in 2021



**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