



Learning to Build a True Sales Organization: Technology Case Study

The Big Win

Grew sales **50%** year over year in only 12 months. On pace to grow **30-40%** year over year in the next 3 years.

“Sales Xceleration joined our Executive Team to help us realize our “Rally Cry” of building a Sales Culture that will help us scale and grow. We exceeded expectations due to the leadership and are on a whole new trajectory! ”

Executive Summary

A technology company, in business for 16 years, knew they needed help from a sales consultant after realizing they needed help building a true sales organization and they did not know where to start. All sales were being handled by the CEO and Sr consultants, which was not sustainable for the long term

Challenges

- No Sales Culture
- No Sales Team
- Consultants thought they knew everything - and their strength was not selling
- Not leveraging their strategic partner relationships



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Solutions

- Hired three salespeople
- Implemented HubSpot CRM
- Implemented sales infrastructure standard GSP deliverables
- Pivoted sales strategy to participate in software sales that drove their consultant engagements

Results

- Grew sales 50% in the first year (8M - 12M)
- On a pace to grow 35-40% YoY for the next 3 years
- Installed a vibrant Sales Culture
- Elevated CEO to participate in high-value sales situations



Client Overview

- Starting Revenue: \$8 Million
- Ending Revenue: \$12 Million
- Staff Members: 55

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

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