



FROM STAGNANT GROWTH TO DOUBLING REVENUE IN 12 MONTHS

Discover how a Fractional Sales Leader helped a manufacturing company achieve 130% sales growth and a 100% increase in revenue in less than one year

INTRODUCTION

Behind every successful business is a motivated, driven business owner—an owner who had always dreamed of being an entrepreneur and living the American dream.

Fueled by passion and adrenaline, these talented business owners can often start a business, wear all the hats, and keep systems running initially as the company gets off the ground.

But eventually, even the smartest and brightest entrepreneurs recognize they can't be an expert on every part of the business. Working in the business instead of on the business takes a toll on

them personally and professionally. They spend more time at work than with their families, they feel stressed and burned out, and the business starts to suffer.

They stop hitting their sales numbers. They realize they don't have the right sales team in place or a process for capturing and nurturing leads. They lose one of their few big clients, and the bottom line takes a hit. Or their sales explode, and they don't have systems in place that can scale.

These are just some of the problems our clients face when they engage with Sales Xceleration.

We've helped thousands of companies

uncover the causes of their sales challenges and implement a plan that achieves their full potential.

The Client

A custom elevator company that designs, fabricates, and installs turn-key elevator interior solutions. The company was founded in 1996 and is based in Chicago, Illinois.

HIGHLIGHTS



Challenges

For the first 27 years of its existence, a custom elevator interiors company had successfully grown its business on referrals alone. But after COVID and other major changes significantly impacted the Chicago market and the elevator industry at large, the company's sales growth had plateaued. By 2023, the company's leadership knew they needed to develop and implement a strategic sales process, as well as build the right sales team to help them re-ignite and propel their growth.



Solution

The custom elevator interiors company hired Sales Xceleration to help them align their sales processes to drive strategic growth through building a solid sales infrastructure; hiring the right sales team; and optimizing their people, processes, and technology to fuel an increase in top-line sales.



Results

130% | 100%

increase in sales

increase in revenue

- Created a specific and strategic sales process for their sales team to follow
- Hired additional salespeople
- Assigned territories with specific goals and KPIs to their salespeople
- Switched to a new CRM and to actively track and manage leads, automate communications, and run reporting and forecast reports
- Hired a marketing firm that dialed in their messaging and increased brand awareness in new markets around the country

Challenges

Stagnant growth and no defined sales process

For more than two decades, sales had come quite easily for a custom elevator interiors company.

They were the #1 elevator company in Chicago, enjoyed a steady stream of referrals, and had a sales team that always hit their sales numbers.

But after COVID left many office buildings sitting empty while employees worked from home, the demand for elevator designs, fabrications, and installations slowed down significantly — and the company's sales and revenue growth slowed along with it.

Fortunately, referrals continued to come in that got them through the worst of the pandemic, but those referrals weren't enough to return them to their previous growth trajectory.

By 2023, the company's annual revenue had plateaued, and it became clear to both the COO and that President that in order to re-ignite its pre-COVID growth, the time had come to be a lot more structured and strategic about sales.



We'd basically gotten to a place where word-of-mouth referrals weren't reliable enough," the company's COO said. "We'd never really had a defined sales process because we hadn't needed one.



We realized that despite all of the challenges we were facing — which included political issues, COVID-related challenges, and changes in the commercial real estate market — we had to find a way to continue growing. We knew that creating an actual structure around our sales operation was one thing we could do to support that.

The COO and President also knew that they didn't have the time or the sales expertise to put that sales structure in place nor to find the right salespeople — and needed to find a seasoned sales professional who could spearhead that process for them.

Solution

A proven sales methodology that includes both strategy and execution

The COO reached out to Sales Xceleration and learned about the core components of the Sales Xceleration Certified Sales Operating Management System™ that consists of:

Our **proven system**, expertly implemented by Certified Sales Leaders, is built from time-tested tools and resources designed to cover **every aspect of sales development**:



SALES STRATEGY



SALES INFRASTRUCTURE



SALES MANAGEMENT



SALES TEAM

After seeing the depth and breadth of the Sales Xceleration methodology — and recognizing the extensive experience that Sales Xceleration's Fractional Sales Leaders had in both building sales strategies and partnering with companies to execute on them — the COO was impressed.



It was obvious that working with Sales Xceleration could be very critical and useful for us, and provide the start-to-finish strategy and support we needed to get a sales process up and running effectively.

So, the custom elevator interiors company brought in a Sales Xceleration Fractional Sales Leader to be their Outsourced VP of Sales — and he quickly got to work.

To start, he lead the company through an internal exercise to help them:

- Define their vision, mission, and purpose
- Identify their Ideal Customer Profile and Buyer Persona, as well as outline their prospects' biggest pain points
- Determine their Unique Value Position (UVP) and what makes them stand out among their competition

- Evaluate the factors that caused them to win or lose past sales
- Develop a 1-year, 3-year, and 5-year sales plan

Next, he began putting together a sales playbook that documented the specific steps of their sales process, aligned the organization and the sales team in their go-to-market strategy, and detailed the messaging the company should use when talking about its solutions and UVP. The sales playbook also included situation-specific scripts for current and future sales team members with instructions for when each should be used.

The Fractional Sales Leader also helped the company transition to — and start actively using — a new Client Relationship Management (CRM) tool so they could track leads throughout the sales process; identify what parts of the sales process were working well and what parts needed optimizing; measure their conversion rates; and begin to track specific Key Performance Indicators (KPIs) and their monthly, quarterly, and annual sales growth.



In the past, we'd mostly used our CRM as a glorified phonebook, and never to the extent we should've been using it," the company's President said. "When our Fractional Sales Leader came in, he brought a lot of technical knowledge and helped us find a CRM that had all the bells and whistles we needed. We're now using our CRM in a much more in-depth way and benefitting from the automations, company-wide reporting, and increased visibility on our leads and our salespeople.

When the sales playbook and new CRM were in place, their Fractional Sales Leader turned his attention to the company's three-person sales team — assessing their strengths and skills gaps, as well as helping the company define how to strategically hire new salespeople who could help them expand into new markets around the country.

The company's COO said that learning how to hire the right salespeople was especially helpful.



It was really valuable to define what type of people we actually needed, what we wanted our sales team to do, how we wanted them to do it, and how we would track and measure their success. It allowed us to see that we needed to fire one of our salespeople who was underperforming, and it helped us hire an additional four people who, based on our criteria, were the right fit.

The final component of the engagement was arguably the most important — and one of the biggest differences between Sales Xceleration and other sales advisory companies: coaching and mentoring the sales team.

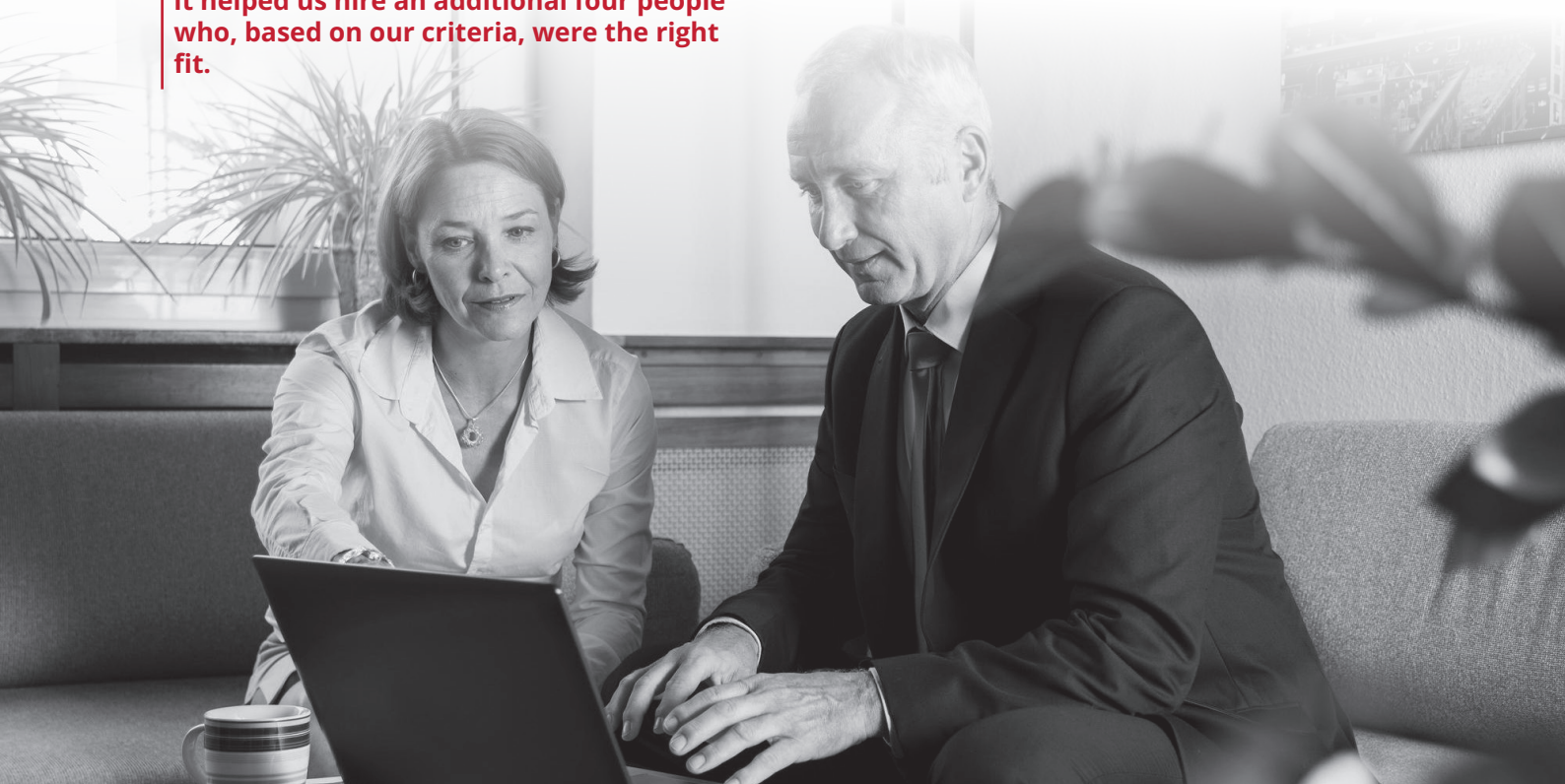
With the additional salespeople in place, the Fractional Sales Leader helped the now six-member sales team put the sales process into play — all the while coaching and mentoring them on how to:

- Leverage their networks to attract leads
- Find new sources of leads and referrals
- More effectively turn leads into opportunities and closed sales
- Do enough of the right sales activity to meet their KPIs and drive sales growth for the company

The company's President said the sales execution and coaching component was invaluable in getting their new salespeople off to a good start.



Our Fractional Sales Leader brought a lot of knowledge about sourcing contacts through LinkedIn and other platforms, which helped our sales reps get a jumpstart on the new regions we were prospecting in.



Results

A dramatic increase in top-line sales and a 100% increase in revenue

Within the first 12 months of working with their Fractional Sales Leader as their Outsourced VP of Sales, the custom elevator interiors company has seen remarkable results — starting with a huge improvement in their sales and revenue growth.

From 2023 to 2024, sales increased 130% and their revenue increased 100%.

“It’s been an absolute rollercoaster of a year with all of the growth we’ve had, which is fantastic,” the company’s COO said. “And now we’re two years ahead of our five-year plan after just this first year.”

In addition to their sales and revenue growth, the company has had several other positive strides.

They hired a marketing firm that dialed in their messaging and increased brand awareness in Chicago and new markets around the country.

They’ve also increased the number of states they’re licensed to operate in by 10, bringing their current total of state licenses to 26.

But perhaps the best result is finally having a sales infrastructure and a sales process that will direct and support their company’s growth for many years to come.

“Our sales process is one million times better than what we had — which was telling our salespeople to go sell and make their numbers,” the company’s President said. “Now we have the sales process, the team, the tools, and the metrics in place to assess and direct our growth.”

“So much of the success that we’ve had this past year is based on the foundation that Sales Xceleration helped us build — as well as the work he’s done to help us implement it. We didn’t just need someone to help us write a sales plan. We were already short of resources, so we also needed someone to execute on that plan.”

“That’s one of the things we value most about having as our Fractional Sales Leader. He’s not just a consultant who makes recommendations. He’s right there with us helping us to execute on the changes we need to make.”



About Sales Xceleration

Sales Xceleration has helped over 3,000 companies build a solid sales foundation and achieve record-breaking sales. Using our proven tools and resources, most companies increase their sales revenue by an average of 32% in the first year.

Matt's company is one of thousands of examples of how our sales advisors use Sales Xceleration's tools and methodology to identify problems and solve them with a different approach. Here's how we do it:

We consult AND build.

Our sales advisors not only identify what sales support you need, we make a plan, execute that plan, and provide sales support for as long as you need it. Our advisors act as your Fractional VP of Sales and even help hire your full-time employee when you are ready.

01

We are experienced experts.

Our sales advisors are the brightest and the best. With an average of 20 years of sales experience, they have access to the tools, processes, content, and other professionals to bring the right sales support to your business.

02

We customize a plan unique to you.

Every business is different, so your sales approach should be, too. We take the time to understand your business, learn your challenges and create a plan that gives you the results you want.

03

**Interested in learning more about Sales Xceleration?
Schedule your free consultation today.**

