

Defining a Sales Story to Help Drive Revenue Results: Logistics Case Study

The Big Win

Within the first three months, key performance indicators were created and met leading to **nine new accounts**

“You do not know the impact you made on our business. Thank you.”

— CEO

“I learned how to be a true VP of Sales through your engagement.”

— CRO



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Executive Summary

A logistics services company, in business for 37 years, decided to move the sales functions of their organization to their regional General Managers. The GMs were more operational minded and therefore needed a defined sales process to enable them to grow existing relationships, look for new opportunities, and bring in the VP of Sales in defined situations.

Challenges

- No Defined Sales Story
- Sales Functions Being Moved to GMs
- GMs Did Not Posses Sales Skills
- Lack of Leads / Capturing Opportunities
- CRM Was Not Being Utilized by Entire Team

Solutions

- Established a focused sales strategy by vertical market, by product, and by region
- Developed a unique selling proposition (sales story)
- Created an efficient sales process
- Developed a sales playbook and onboarded the regional General Managers to sales methodology. Trained 16 people in consultative selling methodology
- Installed a blueprint for 1:1 sales meetings. Oversaw the CRM implementation

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



Client Overview

- Starting Revenue: \$22.5M
- Ending Revenue: \$27M
- Staff Members: 25



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