



# 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." - Eric Turiansky, President, CI-Group*

## Executive Summary

In business for thirty-five years with fifty employees, a full-service marketing agency of services, branded merchandise, and warehouse and fulfillment was looking for new ways to grow sales. The company opted to use a Sales Consultant as an Outsourced VP of Sales to find new ways to grow sales, add new logo clients, and hold their team accountable for achieving goals.

## Challenges

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



## 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
- Generated additional revenue by expanding offering
- Gained new clients
- Grew revenue > 100%
- Implemented a strategy and process to drive additional growth in 2021



**To Learn More about how an Outsourced VP of Sales can help you grow your business contact us:**



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