

# REAL RESULTS CASE STUDY

## Rebuilding a Broken Foundation

### Background

A software provider to the energy industry came to SRi because they were unable to scale and were experiencing a high loss rate. The sales organization was in need of revamp: there was little sales strategy or sales management, and a lack of enablement tools like playbooks, processes, and training.

### The Solution

This client hired SRi for our Winning Sales Foundation™ package, which includes discovery, customized sales playbooks and processes, leadership coaching and sales operations support.

When asked why she selected SRi as a partner on this project, our client said "I think what really makes Sales Result unique is that they provide tailored assistance, [not only sales training]. It can be growing business development. It could be growing sales. It could be sales process. It could be executive coaching. It could be all these different things [that they assist with]."



### The Sales Results

As a result of working with SRi, this client established an account management program, established operations, gained stronger alignment between their sales and marketing teams, and saw an increase in revenue.



**WINNING SALES**  
FOUNDATION™