

# MAKING THE NUMBER: HOW A HIGH TECH CLIENT INCREASED THEIR REVENUE BY 75% IN 12 MONTHS

A leading provider of technology services to the legal industry came to SRi five years after its establishment. The company was experiencing growing pains: at the time, e-discovery was a rapidly growing market with great margins, and the client was leading the pack with their smart technology and support-oriented model.

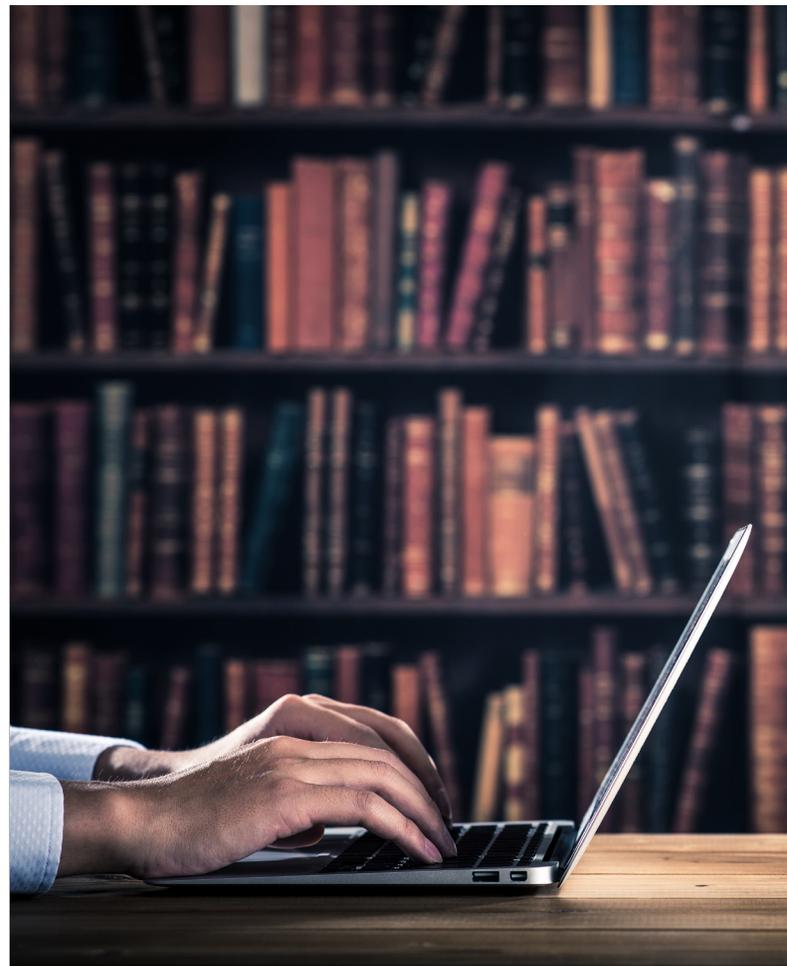
However, new competitors both large and small were entering the market and there was no understanding of competitive strategy to position and win against them. With an aggressive goal of a 75% increase in annual revenue and no plan to get there, the company came to SRi for help.

## The Situation:

**The Good:** Our client was a provider of best-in-class technology and support with a happy and dedicated customer base, and great partner relationships and network.

**The Bad:** A concentrated customer base represented 95% of their revenue. With a lack of a scalable, efficient sales organization, confusing value proposition and messaging misunderstood by the market, and a sales team of 20 unable to meet quotas, our client needed to change fast in order to reach their goal of 75% revenue growth in one year.

**The Ugly:** The revenue goal was risky with no plan in place, competitors were threatening to take the lead, and there was a lack of sales leadership to guide the organization through the adaptation needed to make the number.



## The Solution:

The client opted for a Winning Sales Foundation™ solution with the following goals:

- Eliminate large client concentration dependency through new customer acquisition;
- Develop a scalable, predictable and repeatable sales “engine”;
- Create value propositions and messaging for solutions to key prospect verticals;
- Create disciplined territory/funnel and forecast management system;
- Establish a hunting sales mentality; and
- Integrate a sales process that fully aligned with Salesforce.com CRM.

## The Sales Results:

- Achievement of 75% revenue growth goal in the same year as hiring SRi;
- A broadened and diversified customer base;
- A more efficient and effective sales force following a hunting approach and fully trained on new process and messaging;
- Vice President of Sales transformed into a world-class leader who continues to manage the sales organization today;
- Improved messaging to guide marketing investments, including a new website; and
- Training materials still in use for new hires.

## Client Response (VP of Sales Operations):

*“The benefit of working with a company like Sales Result is they enable you to apply their best practices and access their thinking on the subjects of a few things. They help you to really examine the buying population of who you’re selling to. They get into who are the key contacts that are part of your sales process. Sales Result defines how do you differentiate what you do from what your competitors do, and how do you package the things that you want your sales rep to be able to say. They help you sort out what that is. They bring an objective, educated, and experienced third eye with expertise in selling to enterprises a fairly complex solution, and help you then to put all of those things together”.*



## WINNING SALES FOUNDATION™

is an end-to-end solution that sets a framework for rapid sales results and sustained, scalable growth through strategy, tactics, process, sales tools, and execution. The typical engagement length is 6-8 months.

Winning Sales Foundation™ is designed for companies who are building a new sales team, scaling an existing team, or launching a new initiative. This solution delivers a thorough plan for sales success that is expertly implemented by SRi.

It includes:

- Sales Discovery
- Sales Playbook and Training
- Sales Process and Training
- Sales Operations
- Sales Leadership Coaching
- Implementation and Support

Learn more:

[www.SalesResult.com/SalesFoundation](http://www.SalesResult.com/SalesFoundation)

