

REAL RESULTS CASE STUDY

Streamlining the Software Sales Team

Background

A developer of research and study software had a goal to become a mainstream name in their niche market.

Growing fast with a high demand for their product, this client hired SRi to help enable their large sales team of Inbound, Outbound and Field sales reps, and coach sales management into stronger sales leaders to support them.

The Solution

First, SRi fully assessed the sales team and organization, identifying areas for improvement and hidden revenue blockers.

Standards of sales excellence were defined for existing personnel and future hires to be measured against, a sales playbook and training program was implemented to increase sales effectiveness, and a more competitive sales environment was fostered through compensation plans and leaderboards.



EXECUTIVE SALES
COACHING



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PLAYBOOK

The Sales Results

This client's sales organization became more efficient; staff decreased by 25% while revenue increased by 30% in less than 12 months.