



SALES ENABLEMENT CASE STUDY

NON-PROFIT ORGANIZATION

AT A GLANCE

As a non-profit with a new earned income component, sales strategy and infrastructure were needed. Over 4 months, we accomplished:

- Implementation of a CRM to support opportunity tracking and revenue forecasting.
- Identification of new customer profiles and strategies for reaching them.
- Overhauled weekly sales meeting structure and timing to drive focus on sales strategy and building pipeline.

TESTIMONIAL

“In a few short months, Alice helped organize our pipeline process, create better systems for tracking and managing our revenue, and helped us identify key opportunities.”

-Co-Executive Director

OVERVIEW

The client is a prominent non-profit media company facing growth challenges. The organization is overly reliant on government agency revenue, with limited private sector engagement. Inefficient data management hampers lead tracking and decision-making. Outreach is heavily dependent on cold calling, with insufficient engagement through diverse touchpoints and limited presence at relevant events. To address these issues, the company needs to diversify revenue streams, its community.

RECOMMENDATIONS

Diversify Advertisers

- Branch out from gov. agency revenue; source private sector deals
- Develop ICPs and strategies to reach them efficiently
- Conduct competitive analysis to source advertisers

Lean into Data

- Track leads and identify critical data points
- Implement CRM for outreach and tracking
- Provide pipeline visibility and 360 deal view
- Survey customers for feedback to inform sales

Vary Outreach

- Explore methods beyond cold calling
- Integrate event strategies for networking
- Tap into existing customer base
- Create an advertising inquiry page for inbound leads

RESULTS

- Weighted pipeline doubled within 4 months
- “Invaluable” sales coaching on managing sales
- Three new products developed including supporting sales collateral
- Client elected to keep Myerhoff Consulting on retainer for 6 months after project was completed