



# SALES ENABLEMENT CASE STUDY

## PROFESSIONAL SERVICES

### AT A GLANCE

After our time together, the client is setting and meeting sales goals using a sustainable process that works.

- Revamped and integrated sales & marketing team that is operationalized for growth
- Custom sales toolbox for developing, nurturing and growing both repeat and net new business
- A sales-minded team that is trained and working toward goals together

### TESTIMONIAL

“Provided expert strategy consulting to our sales function, helping my team evolve and professionalize in exactly the right way at the right time.”

- Patrick  
Chief Practice Officer

### OVERVIEW

The client is a \$10 million professional services firm that was struggling with building a proactive business development plan that wasn't fully reliant on the CEO. They wanted to create a streamlined GTM strategy and process for diversifying revenue that would be sustainable, include more core leadership, create efficiency and help them reach their growth goals.

### SOLUTIONS

- Our strategy was to create a tactical lead generation plan for prospecting and referrals, and equip the team with coaching and tools to implement and track the sales plan ongoing.
- Make bespoke lead generation recommendations focused on proactive net new business
- Codify a land-and-expand plan to optimize current relationships and create future business
- Train team on how to leverage consultative sales questions during the full sales process
- Coach senior leaders on mindset shifts around sales and tactical ways to structure revenue goal-setting and pipeline management

### RESULTS

- Achieved second highest sales month, including #1 strongest quarter in company history
- Now consistently exceeding new deal targets by 40-60%
- Reduced time from initial engagement to closed deal by nearly 70%
- Deeper knowledge and insights of target market
- Sales & marketing teams merged, creating a holistic approach to attracting, retaining and servicing clients