

CASE STUDY

Predictable Sales – Sales Operations Renewal Project

Snapshot

Built a sales engine to drive a sales process that grows predictable revenue .

Industry Sector: Digital Marketing Agency

Business Type: B2B

Employee Size: 35 employees

Sales Revenue: \$2m

Year Founded: 2016

Our Client

Our client is a successful US based Digital Marketing company with 35 employees who has been in business for more than 5 years.



PROBLEM/GOAL

Our client grew significantly over the previous 12 months more than doubling sales and headcount.

Sales were driven by a combination of inbound and outbound sales efforts. The sales effort was not well planned around an ICP or according to a well-defined sales process.

The outcomes were inconsistent sales results that were hard to predict and included a wide range of clients; some who were not within the ICP (Ideal Customer Profile) that lead to churn or turnover.

Further, company investments to manage growth were hard to plan without predictable sales revenue.



SOLUTION

The client needed to make changes to grow their business with confidence. The help of an outside consultant who understood sales from an SMB perspective was needed.

Step one was documenting the 'Customer Sales Journey' and using this to implement a new sales process to drive the best customer experience.

The client hired Symbiotic Group to document the sales journey, translate that into a sales process and then introduce sales automation to maximize the productivity of the sales effort.

This approach was supported using proven methodology and training that could be easily implemented ensuring the smooth on-boarding of the sales organization, sales research, Market Response Reps, Sales Development Reps, and Account Executives.



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SERVICES PROVIDED

Creation of a comprehensive business plan, strategy and financial forecast including:

- Articulated corporate objective & value proposition
- Market analysis, business strategy, marketing plan, competitive intel and sales plan
- Operational plans, integrated IS/BS/CF forecast, KPIs and monthly reporting framework.

RESULTS & BENEFITS

The result of the project was a solid business plan and strategy backed by an action plan to drive execution towards the businesses stated objectives and goals. This has formed the basis for making solid business decisions and has enabled a more organized approach to business. The company now has a monthly management review process to measure progress towards business goals, KPIs and with a solid financial reporting plan for the future.

The client is enjoying more stable growth and better management control that has reduced business complexity. Sales and Profit are on track for a YoY 100% increase.

FINAL RESULTS

300%

Increase in outbound sales
pipeline growth

Sales revenue increased by
>100% YoY

Profit increased by
>200% YoY

“The Team at The Symbiotic Group have helped make our processes and business model repeatable and predictable. We are so pleased about our progress and excited for the future.” [SMB business owner]