

CASE STUDY

Predictable Sales – Sales Operations Renewal Project

Snapshot

Reduce Chaos and Get Organized for Growth with a Business Plan.



PROBLEM/GOAL

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

Industry Sector: Digital Marketing Agency

Business Type: B2B

Employee Size: 35 employees

Revenue: \$2m

Year Founded: 2016

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.

FINAL RESULTS

300%

Increase in outbound sales pipeline growth

Sales revenue increased by

>100% YoY

Profit increased by

>200% YoY

Contact Us Today

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