

CASE STUDY

Sales Playbook Creation & Training

Snapshot

Sales Playbook Creation to support new sales process.

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

The client needed to develop a repeatable sales process as a key component of its 'Sales Operations Renewal Project'.

This important project created a need for a sales training and supporting tools to ensure that new and existing staff were equipped to properly execute on the new sales process.



SOLUTION

The sales process in order to really work needs qualified and trained staff. A sales playbook was required.

The playbook was designed to outline the key training elements needed to successfully on board and train a new person for the sales organization. The outline of training included the following and more:

Customer Journey / Sales Journey; Product / Services Overview; Our Market – Whom Are We For?; ICP – Ideal Customer Profile; Sales Process; Objection Handling & Challenge Responses; KPIs & Goals.

This comprehensive guide formed the basis for all sales training and is the outline upon which supporting materials and tools have been created to support the repeatable sales process.

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SERVICES PROVIDED

- Creation of a sales playbook
- Development of supporting resources for objection handling, key personas, battlecards
- Competitive intelligence
- Playbook KPIs & Goals, Resources and tools

RESULTS & BENEFITS

The result was the ability to effectively hire and train the research and SDR team as phase one of the 'Sales Operations Renewal Project'. The playbook enabled the ability to train staff quickly and uniformly in a much shorter time. The combination of the playbook & training reduced ramp up time for new SDRs from 5 weeks down to 3 weeks, a 40% reduction in training time.

Further the sales playbook forms the basis for training junior staff at the SDR, MRR level and creating a built-in training program to progress performing staff to more senior roles of Account Executive (AE) and Sr. Account Executive (Sr. AE). The sales playbook forms an important component of our the company growth plans.

FINAL RESULTS

40%

Reduction in on-boarding and staff training time.

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]