

CASE STUDY

Sales Playbook Creation & Training

Snapshot

Sales Playbook Creation to support new sales process.



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

The client developed 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.

FINAL RESULTS

40%

Reduction in on-boarding and staff training time

Sales revenue increased by

>100% YoY

Profit increased by

>200% YoY

Contact Us Today

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