



VP of Sales Leadership On-Demand Services: Commercial Landscaper

Company Profile

- Top 10 commercial landscape provider
- \$15 million in revenue, 200+ employees
- B2B, B2C
- Privately owned

Position/Timeframe

- Interim VP of Sales, Sales Coach
- 2 days/week, 12 months

Situation

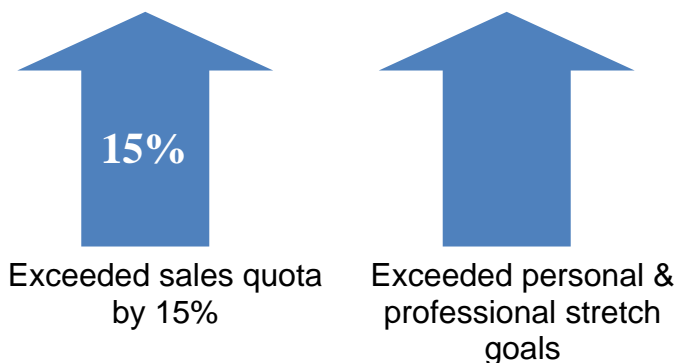
- Company wanted to expand beyond current client base into larger projects with longer contracts
- Hired on sales people, now needed leadership, skills testing, training and results tracking
- Salespeople did not have personal yearly goals

Implementation

- Brought in CRM specialist to implement system for tracking
- Implemented CRM system including design, installation and training
- Evaluated sales teams' skills and created one-on-one development program
- Tested all sales reps for sales skills and coached them accordingly
- Interviewed and hired additional sales reps
- Aligned incentive plans with company's goals
- Established goal setting and provided coaching to sales reps for achievement of the goals

Results

- Sales reps exceeded personal and professional stretch goals in every instance
- Sales reps substantially exceeded quota by 15%
- Reporting now available and being used to track pipeline, close rate, time frames and activities



Created sales tracking & reporting



Client Comments

- Sales people are held accountable for quotas and sales results.
- With CRM system in place, management now knows exactly where it is in relation to the quotas and pipeline
- Sales department now has measurements comparable to other departments: operations and finance