



Sales Leadership On-Demand Technology Manufacturing

Company Profile

- Manufacturing, Electronic Components
- 35 employees
- Family owned

Position/Timeframe

- Interim Chief Sales Officer
- 2 days/week, 8 months

Situation

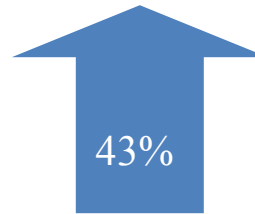
- Growth in low single digits for past couple of years
- Current sales team lacked talent to execute revenue growth plan
- No sales pipeline to support revenue targets
- Competitors stealing clients and undercutting prices
- Small sales organization had limited market impact

Implementation

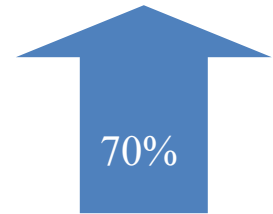
- Launched strategic selling plan to target new client acquisition and existing client growth
- Performed sales assessment, established performance reviews and individual coaching
- Established premier prospect list
- Designed and implemented client retention program
- Researched and established channel partners for low cost strategy to expand sales efforts, market reach and market

Results

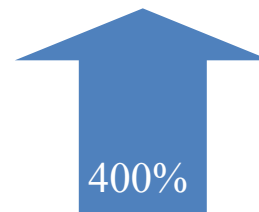
- 43% revenue growth
- Reduced SG&A by replacing underperformers with fresh producing talent
- New sales pipeline built from key prospects – 11 out of 16 closed
- Retained 2nd largest client despite 25% price reduction offer from competitor
- Initiated first contract with distribution partner in US and Europe



Increased revenues



70% close rate for new pipeline from premier prospect list



Increased pipeline

CEO Comment

“We would not be in business today if we did not make the move to bring in an interim executive.”