



Sales Leadership On-Demand Semiconductor Industry

Company Profile

- High dollar semiconductor equipment
- \$10-15M
- Private equity backed

Position/Timeframe

- Interim Vice President of Sales
- 1-2 days/week, 4 months

Situation

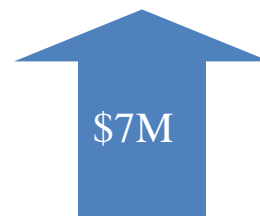
- Vacant GM/Sales position left no sales leadership in company
- No sales in 5 months with only 2 months of backlog and sales lead time of 12 months
- Lack of sales leader and processes
- Outdated and incomplete marketing collateral and website
- Lack of understanding of customer and competitors

Implementation

- Detailed analysis of target customers for quick sales, competitor's products and how to sell against them
- Created 6-step sales process and trained sales team
- Created pricing matrix for discount analysis and pricing decisions
- Replaced, established and/or set goals for field sales reps domestically and internationally
- Directed redesign of marketing collateral and website along with ROI calculators
- Issued quotes/proposals to prospects
- Assisted in identifying full time VP of Sales

Results

- \$7M in quotes issued with high probability of close within 90 days for 60% of them
- Sales team understood and applied processes – using consistent language
- Sales projections for next 12 months in the pipeline with backups in case a sale was lost



\$7M in new quotes



Reduced sell cycle to 90 days from 1 year on 60% of quotes



Increased understanding of potential customers & competitors



Increased marketing activity ROI

Client Comment

“Our Interim VP of Sales clearly defined the sales process we should use to win business. We now fully understand how to transition a brand new lead into a paying customer.”