



## Sr.VP of Sales Leadership On-Demand Retail

### Company Profile

- Services, B2C
- 450+ Retail locations, 2,500+ employees
- \$650+ million revenues

### Position/Timeframe

- Interim Sr. VP of Sales,
- 5 days/week, one year

### Situation

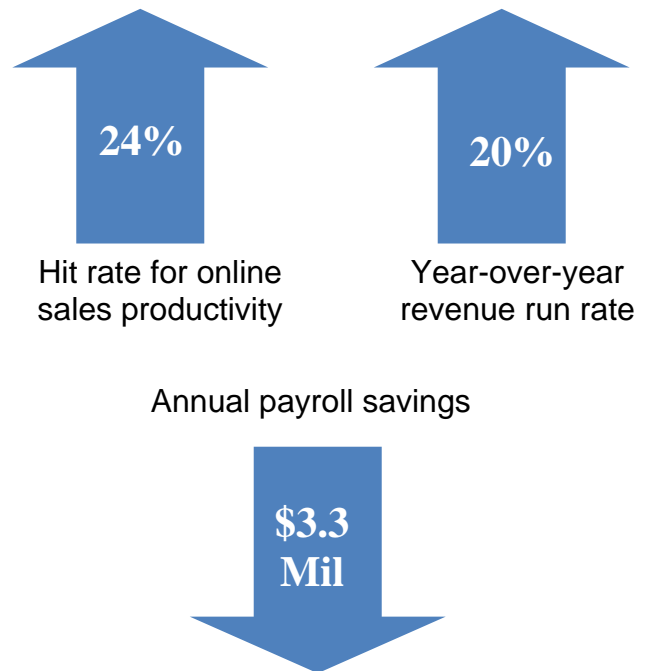
- Purchased by two private equity firms
- New CEO brought in at time of investment
- Sr. VP of Sales position open for a year, CEO & executive team stretched covering open position
- Sales continuing to decline with worsening recession
- Desire to complete key sales restructuring projects while searching for new key executive to the team

### Implementation

- Restructured staffing models
- Redefined sales compensation
- Rolled out a store-in-a-box concept
- Store level performance a priority
- Selling process defined and implemented for customer retention, renewals, new business and add-on business

### Results

- \$3.3 million annualized payroll savings
- 20% increase in year-over-year revenue run rate
- 24-point improved hit rate for online sales productivity
- Transition in permanent Sr. VP of Sales to ensure no gap in leadership and helped preserve continuity and momentum



### CEO Comments

“Cerius Interim Executive Solutions delivered a performance-based professional that was always mindful of execution and results. The depth of experience and wisdom the interim executive had was invaluable and laid a strong foundation for us to further stimulate growth and profitability.”