



## HVAC Case Study

# Generating New Revenue

### Client Overview

Company: Heating and Cooling

Current Revenue: \$55M

Years in Business: 20

Employees: 125

### THE **BIG WIN**

**6%** increase in  
revenue growth

#### **THE KEY CHALLENGES:**

- Slow growth rate of only 3%
- Sales Reps' territories were spread across the state and speed of sales execution required improvement to meet market conditions
- New Chief Revenue Officer hired who was operationally skilled, but not sales experienced
- Existing CRM system not fully integrated into current sales process

#### **THE CORE SOLUTIONS:**

- Re-mapped process between inside and outside sales and finance organizations to speed sales execution
- Re-designed CRM mobility app and trained
- Conducted weekly sales meetings and bi-monthly one-on-one meetings which were firsts for organization
- Developed new sales reporting package creating more transparency on activity, successes and margin
- Coached new CRO in defining sales strategy, company and individual business planning, improving poor performance, compensation plans and CRM
- Supported CFO in annual budgeting and forecasting process and installed new methodologies

#### **THE RESULTS:**

- Team performance improved from 3% growth to 9% growth (industry average is 3%)
- Sales cycle length reduced by 30%
- Improved sales focus, with more integrated processes and tools improving sales morale
- The CRO fully capable after 4 months to assume strategic and tactical sales leadership

#### **WHAT THE OWNER SAID:**

"I highly recommend that CEOs consider hiring an Outsourced Sales VP if creating sustained sales growth is a priority for your company. It is very important to find good people who can bring value to your team and organization. With the Outsourced Sales VP strategic leadership, we quickly changed many processes, allowing us to create a new sales culture and behaviors improving our future."

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**To learn more about how an  
Outsource Sales VP can help  
you grow your business call:**

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