

## Maintenance Services Case Study

# Generating New Revenue

## Client Overview



Company: Truck Maintenance



Current Revenue: \$20M



Years in Business: 80



Employees: 30

## THE BIG WIN:

Closed over 500% more revenue  
in 90 days than the previous  
7 months combined

### THE KEY CHALLENGES:

- Poorly defined sales roles, lack of infrastructure and goals
- Under-performing sales team, in part due to poorly conceived new long-term maintenance contract model
- Sales reps traveling together on every sales call
- Sales compensation plan was producing a "loss" on investment

### THE CORE SOLUTIONS:

- Created a customer-facing sales process
- Built sustainable sales behavioral model as the basis for sales evaluations
- Purchased, customized and trained team on a suitable CRM
- Set up accountable sales metrics around pipeline development and forecasted revenue
- Defined uniform sales process for predictability and forecasting accuracy
- Implemented a compensation plan focused on new revenue generation

### THE RESULTS:

- Initial client meetings per month improved by 360% in the first 90 days
- Closed over 500% more revenue in 90 days than the previous 7 months combined
- Revenue increase allowed opening of additional office

### BOTTOM LINE:

By retaining competent, accountable salespeople, and implementing more effective and efficient sales processes, Sales Xceleration was able to position the company for continuing success, scalable growth and increased company valuation when it comes time to sell.

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

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