



Signage Printing Case Study

Generating New Revenue

Client Overview

Company: Signage Printing

Current Revenue: \$10M

Years in Business: 45

Employees: 25

THE **BIG WIN**

Generated **\$1.9M** in new business in the first year

THE KEY CHALLENGES:

- Sole dependence on recurring revenue, due to having no new business development over the last 3 years
- Revenue declined 20% over the past 3 years
- 70% of company's business was with 1 key client who was becoming more insistent on pricing reductions
- Senior sales reps were struggling to get out of their comfort-zone

THE CORE SOLUTIONS:

- Evaluation and restructuring of the sales team and their responsibilities
- Refocused existing sales and marketing resources to focus on product development and high-level relationship management
- Created new job descriptions and compensation plans
- Hired and trained two new business development specialists
- Purchased and customized a CRM tool to help monitor sales rep performance, track pipeline development and forecast future revenue

THE RESULTS:

- The two new business development specialists "hit the ground running," and in the words of the CEO, the first of these to be hired "set more senior-level meetings in the first 3 weeks than the entire sales team combined set all last year"
- The second new business specialist contacted 225 major retailers in the first 6 weeks of employment

BOTTOM LINE:

New business pipeline swelled from \$0 to \$4.5 million in just 5 months, transforming the entire landscape of this family-owned printing business. Beyond breaking their all-time revenue goals, the CEO no longer felt like a servant to an uncertain business environment.

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Outsource Sales VP can help
you grow your business call:**

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