

IT SALES GROWTH

10% YoY INCREASED SALES



PROBLEM

For an IT software provider, sales had faced a decline in revenue of 9% year of year. Sales had been down from sales goals for the past two years, to a point of seriously considering selling the business.



OBJECTIVE

Increase sales to prior year level with stretch goal of 5% growth.



ROOT CAUSE

They did not have a solid business development plan or process in place. The management team had assumed that the generic marketing they had, would bring them the needed prospects, which it did not.



SOLUTION

A business development plan was developed and implemented; hired and trained staff that was added to the sales division and the sales process; .set up a measurement system to monitor their actions, results and make quick modifications when necessary.

RESULT

Within a three-month period the business development division was able to forward enough prospects to the sales staff in increase sales by 6%. Within 6 months sales were in-line with the company's new sales goals growing to a level 10% above prior year.



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