

From Sales Anxiety to Remarkable Revenue Growth

Introduction

When this Nashville-based consulting firm unexpectedly lost their Rainmaker, new business declined 50% and their pipeline dried-up. Hoping to no longer depend on a single sales guru, leadership decided to utilize outside sales training expertise to build-up their internal sales bench-strength. They turned to SellWell Solutions because we were a known quantity, with a proven and teachable system for increasing sales productivity. SellWell transformed their consulting team from anxious, reluctant salespeople into skilled business development professionals, and grew their revenue more than 250% over a 9-month engagement.

The Challenge: Sustained Generation of New Business

Like many consulting firms, this client's revenue came from a single, very large client. Multiple people had filled the business development role over the years, but none had been able to sustain growth across multiple large accounts. While their consultants and project managers were excellent at upselling and cross-selling, consistently generating new clients seemed to be an unsolvable challenge. With year-to-year new business down 50%, leadership decided the time had come to try a new approach.

Why They Chose SellWell Solutions

The client selected SellWell because they're a one-stop shop that provides a proven, teachable system for selling better, a flexible toolkit for reporting sales outcomes, along with weekly accountability calls and one-on-one sales coaching.

How SellWell Closed the Revenue Gap

Assessing the client's sales function revealed a skewed internal perception of "sales", so SellWell first needed to flip their negative perception to a positive belief that selling is an honorable, worthy activity. This cultural shift was achieved through training sessions and reporting on "individual sales productivity" rather than "who hit quota". Nothing inspires self-confidence like success, so we encouraged their team to celebrate every victory, large and small. These celebrations built the confidence of everyone on the team, eventually shifting how the team perceived selling and their ownership of the client's sales pipeline.

We also implemented systems for tracking leads, prospects, conversions, deal-flow and other key metrics, adjusting as needed to fit the client's existing reporting infrastructure and corporate culture. SellWell's 5-D methodology produces absolute clarity on the current status of all prospects, consistent naming conventions, and rigor around following conversion protocols and sales language.

The third key to our success was introducing "The Main Thing" -- a quarterly goal that every team member can contribute to. Our sales meeting agendas always include asking each team member "What's the main thing?". The client framed their response in the form of a limerick, which made saying the goal out loud more fun and more memorable.

The Results

Everyone on the client's sales team became acutely aware that each of them was responsible for generating new business, and that they all must be accountable to the team in this regard. This produced the following results:

- A 7x return on their investment.
- 250% increase in their revenue from new business.
- Responsibility for new sales spread across all client-facing team members.
- Greater diversity in their portfolio of clients.
- An internal leader emerged, who assumed the accountability and reporting roles.
- The first breakthrough occurred around month five, with near-record sales resulting from the new approach.
- By month eight the client had sold so much work that they had to hire new staff to handle the new business.