

BUILDING A SCALABLE SALES MACHINE

SHIFT's Sales Works Program



CLIENT

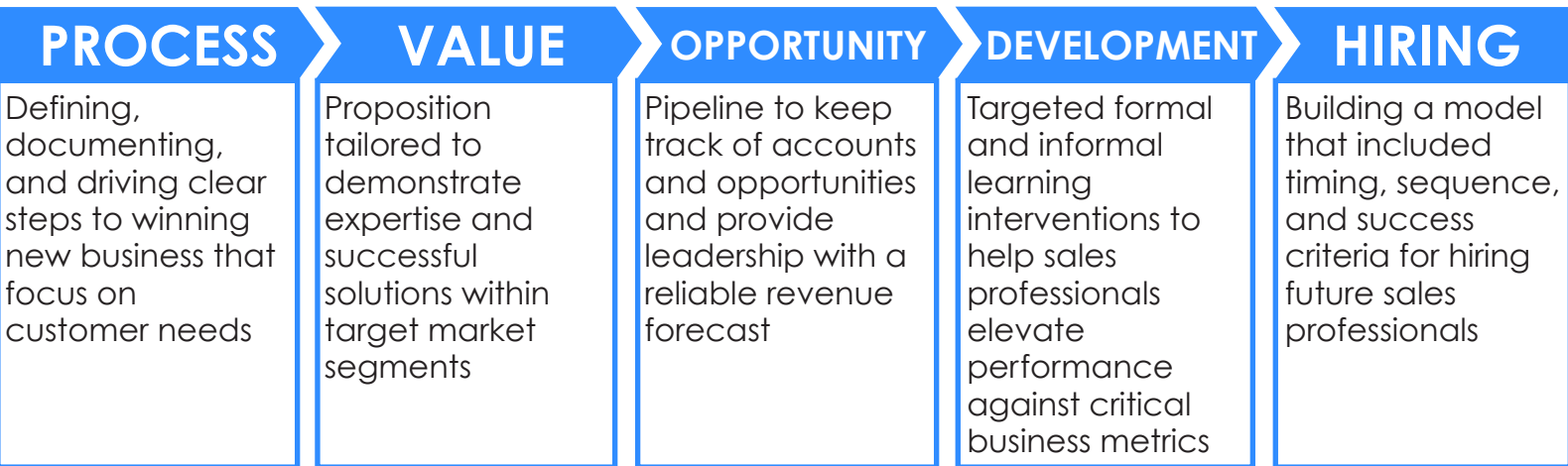
A technology consulting firm that simplifies and improves business processes - from accounting software to project organization and customer relationship management - delivering efficiency to their clients

CHALLENGE

The client's expansive knowledge in business IT provided extraordinary customer satisfaction, but with no defined sales structure, processes, or methodologies, they had no repeatable way to acquire new customers. They had difficulty predicting revenue, no clear message or approach to the market, and also had trouble hiring sales people. With years of experience helping technically-driven companies become more sales-savvy, SHIFT was called in to help.

APPROACH

Leveraging our Sales Works Program, SHIFT analyzed the current sales structure, systems, and strategy, identifying the priority areas of improvement needed to build a sustainable and scalable approach to growth. Our solution included:



IMPACT

150%



revenue growth that fueled company expansion



sales professionals consistently achieving or exceeding goals



became President's Club Award-winning Microsoft-certified Partner

