

Sales Case Study

INDUSTRY: **SECURITY**

RESULTS

Our client achieved their stated goals after developing the needed sales strategy and hiring highly qualified talent to fill sales leadership and team roles. The client also received recognition as one of the Philadelphia 100 fastest growing companies and an Inc. Magazine 5000 Award.

BACKGROUND

A client looked for assistance building out their sales team in order to meet their aggressive goals and to target longer-term engagement clients, and wanted to engage a professional sales team to lead the charge.

OBJECTIVES

ECS was tasked to lead the following:

- Build strategic direction and messaging for sales
- Create the sales infrastructure and strategic plan, including a customer relationship management system (CRM)
- Hire new sales team, manage the sales team for training and management
- Transition team member to role of full-time VP of Sales

SOLUTIONS

ECS provided a CSO – Chief Sales Officer - engagement. ECS worked closely with the client to build the framework for the strategy and plan for the company's sales team, including Key Performance Metrics and a CRM system. ECS also sourced, hired and on-boarded the entire sales team.

“Having a strategic direction for our sales team – as well as the processes and system to enable the team to be successful – has made all the difference in our results.”



(610) 310-6707
www.thinkempirical.com

Power your company's profitability and growth.

Are you challenged to find the right people, processes, or technology to accomplish your goals?

Business leaders turn to ECS to guide them to the right path for success.

Our seasoned functional experts work alongside your team to make lasting and meaningful advancements that align with your goals. We focus on *empowering people* to become part of the change that drives a business to the next level of success.

Finance | Operations | Marketing | Sales
Customer Relationship Management
Human Resources | Recruiting

"We highly recommend ECS to anyone who is serious about making changes in their company to take them to the next level."

Across functional areas, key offerings include:



FRESH EYES

Our Fresh Eyes review uncovers the pain points within an organization across all functional areas ... and exposes the underlying cause.



FRACTIONAL SUPPORT

Add experienced talent to key functional areas of your organization - for any amount of time you need.



CXO

Fulfill a crucial strategic role, such as CFO, COO, or CEO for a defined period of time with a top-notch expert.

Each client engagement is customized as we find the unique path that will guide a client to business transformation and accelerated growth.



empirical
consulting solutions