

From Assessment to Execution: Building Value in Marketing and Sales

Background

A private equity firm sought a comprehensive strategic assessment to evaluate the sales and marketing capabilities of a founder-led platform company. The primary objective was to understand revenue risk and assess the organization's foundational sales and marketing infrastructure, which had historically been driven by the founder's personal relationships.

Objective

Empirical conducted a comprehensive assessment of the organization's sales and marketing capabilities and identified performance gaps, strategic opportunities, and actionable recommendations. This information was then used to optimize revenue generation, enhance market positioning, and drive sustainable growth through targeted process improvements, strategic alignment, and data-driven operational enhancements.

Methodology

Empirical deployed a structured, multi-phase methodology through the following steps:

1. Diagnostic Phase

- Comprehensive document review
- Stakeholder interviews
- Competitive landscape analysis

2. Performance Evaluation

- Key performance indicator analysis
- Sales funnel and conversion rate assessment
- Marketing channel effectiveness review
- Revenue and customer acquisition cost evaluation

3. Strategic Insights Generation

- Process gap identification
- Industry best practice benchmarking
- Strategic opportunity mapping

4. Recommendation Development

- Data-driven actionable insights
- Prioritized implementation roadmap
- Metrics and tracking mechanisms

5. Validation and Implementation Support

- Leadership findings presentation
- Strategy refinement
- Implementation guidance

Results

Empirical delivered a comprehensive assessment that validated the investment thesis and supported strategic transformation with the following outcomes:

• Digital lead flow

increased by 50% in the first year.

• Revenue grew by

28% in the first year.

• A scalable brand platform was developed,

facilitating three strategic acquisitions.

- The company **realized a successful exit with 425% revenue growth** through organic and acquisition strategies.



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