

IT SERVICES Revenue Growth New Sales Goals Drive 15% Growth

PROBLEM

Domestic and international sales were down 19% over a three-year period in the wake of a failed national advertising campaign. Business owners were forced to consider selling the operation due to poor performance.



OBJECTIVE

Increase sales by 7% in the first year.



ROOT CAUSE

The organization pursued a strategy that did not fit their current needs.



Analyzed also looked at their actual marketing plan and results vs Business Development Plan and Sales Plan resulting in a rewrite of both. Incorporated their current sales and business development teams for buyin and ownership. Identified nonessential Sales and Software Development overhead for reduction (9%).

RESULT

Company leadership accepted and implemented the new plans. Within 1 year of executing the new plans, sales and profits grew over 15%.

IT SERVICES GROWTH AND OVERHEAD REDUCTION

A four-step strategic approach was designed to realign IT Software's business operations, engage team members, and streamline resources, transforming declining sales into sustainable growth.

IN-DEPTH ANALYSIS OF EXISTING PLANS

Conducted a thorough review of the current marketing, business development, and sales strategies. This analysis aimed to pinpoint gaps nd misalignments with organizational needs and market trends.

STRATEGIC REWRITE OF MARKETING AND SALES PLANS

Created updated marketing and sales ans focused on customer engagement and market expansion. These plans vere designed to realign with business goals and improve effectiveness.



TEAM INTEGRATION AND BUY-IN

Collaborated with the sales and business development teams in revising the strategy. This integration fostered ownership and alignment, helping teams commit to achieving the new objectives.

COST OPTIMIZATION AND RESOURCE ALLOCATION

Identified and reduced non-essential overhead costs by 9%, reallocating resources to support high-priority initiatives, enhancing efficiency and goal achievement.