

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.



SOLUTION

Analysis 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 buy-in and ownership. Identified non-essential 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%.

