sales QB

SALESQB CASE STUDIES

GIS SOFTWARE DEVELOPER

PROBLEM

- Only one of nine salespeople was producing effectively
" Legacy sales method losing effectiveness
- Afraid to lose sales staff (how would leads be generated, would relationships be lost, etc.)

PLAYS RUN

Off tackle right
Flea flicker
Sweep

OUTCOME

Lead generation doubted
- Cost of sales went down 31%
- Revenue increased 24%

AD SPECIALTY DISTRIBUTOR

PROBLEM

- Majority of sales staff were taking orders and servicing existing customers vs. prospecting
- Compensation structure rewarded wrong behaviors
- Margin erosion

PLAYS RUN

- End zone leap
- Play action
- Draw
- Chop block

OUTCOME

- Lead generation expectations met for first time in five years
- Sales commissions remained flat while sales increased 17%
- Business model innovation shifted sales from low margin business to high margin business

FRANCHISOR

PROBLEM

Most franchisors must generate 200 leads for each franchise sold
Business model could not support significant investment in nurturing 200 leads for each sale
Over-vetting or over-automation during the early stages of the sales process might exclude all prospects, tire kickers and buyers alike

PLAYS RUN

Screen
Draw
Reverse

OUTCOME

Created hybrid digital/live SalesMap© which eliminated the need for a full-time V.P. of Sales
Custom and semi-custom software tools created a competitive advantage by cutting prospect to buyer ratio to 57-1
Franchisor ranked in the Entrepreneur. Franchise 500 three out of the next four years