



CASE STUDY

SALES SERVICES

BACKGROUND

Sales services are in high demand among startups, as early-stage companies often lack consistent sales processes and resources. To ensure the best results for our clients, Accelity always tests our products and services on ourselves before rolling them out, so we embarked on a journey to solidify our own sales processes and implement new sales tools.

ACCELITY'S SOLUTION

To set a solid foundation, we began by organizing and cleaning our CRM data and nailing down our entire sales process. Like many startups, we began with only one salesperson, so we wanted to establish consistent, repeatable processes as we build our sales team.

From there we focused on sales enablement: automated workflows, reporting dashboards, sales materials and more. Now our cold outreach and lead nurturing activities are automated, saving hours of time each week, and each sales rep has a dedicated reporting dashboard and landing page for prospects to quickly book meetings.

Finally, we reexamined and created additional buyer personas, to align sales and marketing in lead generation efforts. Using our knowledge and experience with our target market, we also established lead scoring so sales only interacts with qualified leads most likely to buy.

Establishing formal processes and implementing new sales tools has added so much value for our sales team. The amount of time we're now saving with automation is incredible—and we're getting better sales results!

THE RESULTS

\$5,000

per month retainer sold within 3 months of implementing sales services

10%

of marketing qualified leads book a meeting during automated sales follow-up

7+

hours saved every month converting qualified leads



ACCELITY

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