



Sales/Marketing Leadership On-Demand Technology

Company Profile

- Technology, web filtering
- \$65 million in revenues, 75 employees
- B2B, government

Position/Timeframe

- Interim Sales Management & Marketing
- 2 days/week, 3 months plus 8 week training program (one day per week)

Situation

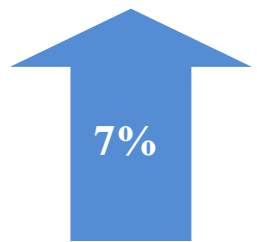
- Sales were slowing
- Slow-down in government purchases
- Company did not have a marketing plan (SWOT and Goals, Objectives, Strategies & Tactics).
- Company concerned that the sales comp & incentive plan wasn't right
- Management team operating in silos
- Senior management felt middle level managers were too new and untrained. No synergy between departments.

Implementation

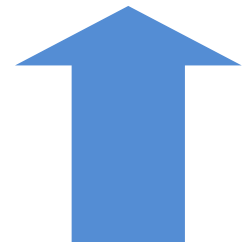
- Reviewed sales comp plan and recommended changes
- Created a marketing plan and weekly market execution meetings
- Created a custom management training program; weekly team problem solving program
- Cross trained managers so they understood department roles
- Created a common language allowing various departments to communicate better with each other

Results

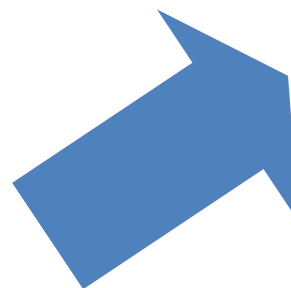
- Increased sales by 7% over forecast
- Middle management team worked more closely together to solve problems
- Marketing, finance, engineering and sales now connected through a common language and approach
- Streamlined sales comp plan
- Developed a marketing plan which led to predictable lead generation on time product development and introduction.



Increased sales 7%



Increased dept cooperation, maturity of managers



Created a marketing plan which drove growth

Client Comments

- For the first time we have clearly stated time frames and goals
- Pleased with management sales training program and that department managers are working as a team
- The new VP of sales understood and appreciated the comp plan review (he took the job after reading it)