

KENT SOLUTIONS

CASE STUDY



FORTUNE 100 COMPANY

Background: Sales staff were pursuing unsuitable, low-dollar volume opportunities based on "gut-level instinct," so capture-dollar volumes were much too low. Senior Leadership began to set the bar higher in terms of sales goals as well.

Solution: We facilitated a team of sales employees in developing a sales capture process to address these problems. The process was updated manually to ensure that it continued to provide value to the business.

Results: Implementation of the new process contributed to achieving a Compound Annual Growth Rate (CAGR) of +10% for eight years, which equated to ~\$220M. This sales capture process was highlighted in a winning Malcolm Baldrige application for the company and was nationally recognized as best-in-class in their industry space.

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