— CASE STUDY —

# HOW WE HELPED THIS INC 5000 COMPANY BOOK 144 MEETINGS WITHIN ONE WEEK AND GO FROM FOUNDER LED SALES TO A HIGHLY PRODUCTIVE SALES TEAM

# THiNKSTer

Small sales team of one person primarily taking inbound calls with CEO acting as the Sales Manager. There was little to no sales process put into the prospect to customer journey. CEO had zero bandwidth to manage, let alone build a sales team.

After an engagement of only 6 months Thinkster now has a systematized sales process and sales playbook with over 4 Appointment Setters, and 4 Closers. With this sales process, there's been a 3x reduction in Cost to Acquire a Customer (CAC), an increase in average revenue per user, an increase in weekly appointments booked (averaging 40+ per week), and a repeatable process for turning prospects into customers.

## KEY METRICS
*During This Engagement*

**6**
MONTHS OF CEO/FOUNDER TIME PROTECTED BY WORKING W/ SALESKIT

**CUSTOMER ACQUISITION COST REDUCED**
**3X**

**144**
MEETINGS BOOKING WITHIN FIRST WEEK OF WORKING W/SALESKIT

"Our business has fundamentally improved. We moved from an expensive ad-driven acquisition model to a lead generation business that's able to scale and close leads because of SalesKit's work. This has really been a great collaborative relationship.

**RAJ VALLI**
*FOUNDER & CEO OF THINKSTER*

# CLIENT OVERVIEW

Thinkster Math has been on an unprecedented level of growth this past year, and together, we reflected on steps taken specifically to sales to ensure that the Thinkster Math sales team was able to hit their aggressive goals.

Raj and the investors at Thinkster Math have aggressive sales projections, fast timelines, and large growth expectations. There was no room for missed quotas or wasted time. And so, we helped the Thinkster team with four major outcomes:

**1** Build the sales playbook and internal sales processes for a scalable foundation.

**2** Recruit, hire, and train an appointment-setting team capable of driving consistent lead flow and capturing acquired leads.

**3** Reduce ad spend, and time to close while increasing revenue per user through the recruiting, hiring, and training of a skilled closing team.

**4** Recruit, hire, and train a sales manager to implement the processes and playbooks created.

Raj had already successfully grown Thinkster into a two-time Inc. 5000 award-winning company and had successfully raised a seed round of funding. A lot of his success can be attributed to his belief in the mission and his solving complex problems.

When I met Raj, he was at his absolute limit with bandwidth. His calendar was packed, often 14+ hours per day meeting with development, customer success, tutors, and customers. He knew his lack of a sales team could become a liability but had no way of building it himself.

We started with auditing and rebuilding the outbound sales messaging campaign. This included developing new value propositions, sales call scripts, and follow-up cadences.

This immediately led to an increase in conversion rate and a reduction of CAC. We also set up scorecards and a higher level of accountability and process.

Our confidence grew with our current sales process, so we recruited, hired, and trained a team that could increase the number of meetings and prospects the sales team was talking with every week.

We quickly found success with this team and in their first week, they booked 144 meetings with prospects that would have been lost.

We quickly overwhelmed the current closing team and focused our efforts on recruiting, hiring, and training, highly leveraged (low base, high commission) salespeople.

With our new sales playbook, an organized, searchable, and shareable source of truth for best practices and processes to use during training and beyond was developed. With new team members coming on board both backfills and growth positions) this was a crucial tool for growth.

For a long time, Thinkster relied on expensive paid advertising on social media and Google. Many of the leads were squandered due to the lack of sales process and talent.

**MARK EVANS**
SalesKit Founder

" Most entrepreneurs & companies fail not because they can't build products, identify markets, or price their products properly, but *because they can't sell their* product and run out of money before they get traction.

# Finally Master Your Systems & Build an Unstoppable Sales Force

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