



— CASE STUDY —

**HOW WE HELPED
THIS COMPANY GO FROM
\$0 IN A NEW MARKET
TO \$300K+ IN 90 DAYS**



BEFORE SALESKIT

As a family-owned and operated company, Artisent organically grew over the past 8 years in a homegrown, scrappy, and entrepreneurial way. They did not have a plan for their growth, for opening new locations, or for adding salespeople- they were too busy just growing the business. They grew to a point where they knew we could no longer figure it out as they went.

Artisent was almost ready to acquire a company when they realized that they didn't have the systems or processes in place to do so. And even if they did have these processes in place, they knew they could grow their business from their current locations, and not have to take on the debt and risk of acquisition.

Artisent knew they needed a strategic plan when it came to sales because they were stretched extremely thin.



RESULTS WITH SALESKIT

After an engagement of over 12 months, Artisent now has a systematized sales process, Sales Playbook, and strategy used to open up new locations at an incredible speed.

2022 YoY sales have increased by 39%.

January 2023 YoY sales were a 49% increase over a previous record month.

Artisent went from \$0 in a new market to over \$300/K in 90 days, and in nine months brought in over \$3,000,000 in revenue, shattering any previous new store opening run rates.

Artisent has undergone a massive transformation when it comes to how they recruit, hire, train, and evaluate their sales talent.

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We added 20 salespeople this past year at our existing locations that were able to add value from the day they graduated their probationary period. Previously we did training by osmosis, and it took months to get a salesperson up to speed, if at all. Now we're doing it in a matter of weeks. It's had a huge impact on our bottom-line.

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ALEX GRIFFITH

COO OF ARTISENT FLOORS

KEY METRICS

During This Engagement

39%

PERCENT INCREASE
OF 2022 YOY SALES

49%

PERCENT INCREASE
IN JANUARY 2023
YOY SALES OVER
PREVIOUS RECORD
MONTH

3M+

NEW REVENUE IN A
NEW MARKET
EXPANSION IN
9 MONTHS

CLIENT OVERVIEW

I met with Alex Griffith, COO of Artisent Floors to take a look back at what was accomplished in 2022.

2022 was an incredible year for Artisent as they increased their YOY sales by 39%, opened in a new market, added 20 new salespeople to the team, and met their lofty 10-year revenue goal.

Together we review the steps taken to grow at a speed previously thought unobtainable on their old timeline:

- 1** Systematized and built the playbook for new store launch, ultimately taking the best practices of a new branch and codifying it for future use.
- 2** Building and executing the recruiting, hiring, and 8-week training process for all new salespeople. Ultimately leading to a higher quality of candidates, greater sales rep retention, and greater ROI per sales rep.
- 3** Building and executing the “Go-Fast” Strategy used to start a new location and achieve \$300,000 in new revenue in 90 days.
- 4** Focus on increasing sales across the organization through improved sales training leading to a YOY sales increase of 39%.

Alex and the team had already grown Artisent into a regionally recognized leader. A lot of their success came from their corporate value of treating everyone like family. This shines through in the culture of the organization.

While the culture, product, and vision were in place, help was needed in formalizing and professionalizing the sales process, and go-to-market strategy for new locations. They knew that what had gotten them to this point, wasn't going to get them to where they wanted to go.

Artisent is now in a position to rapidly grow due to their confidence in working with the systems and processes already put in place. They now have the confidence to expand into larger more expensive markets knowing that if they work the system, they'll achieve results.

MARK EVANS

SalesKit Founder



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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.

A handwritten signature in black ink, appearing to read 'Mark P. Evans', with a long horizontal stroke extending to the right.

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