

## Success Story – Private Equity

# Revenue Analyzer Improves Sales Performance *16.3% Compounded Growth Over 5 Straight Months*

### The Challenge

A \$21M global private equity owned business services company was struggling to drive near-term revenue due to the impact of Covid-19.

They had decreasing month-over-month revenue and needed to immediately increase sales performance or risk reducing their labor force.

They turned to Quick Start Strategies to:

- Assess the accuracy of their current pipeline
- Identify those deals that had the highest probability of closing
- Coach and skills train to specific deals to drive immediate revenue

This resulted in **16.3% compounded ARR growth in the first days.**

### The Rationale

This global employee engagement company experienced a dramatic decrease in net new month-to-month annual recurring revenue (ARR) due to Covid-19.



From February 2020 through April 2020 the company had a **<61%>** decrease in net new revenue



The rapid reduction in the volume and velocity of quality opportunities forced the need to deploy a new deal execution strategy

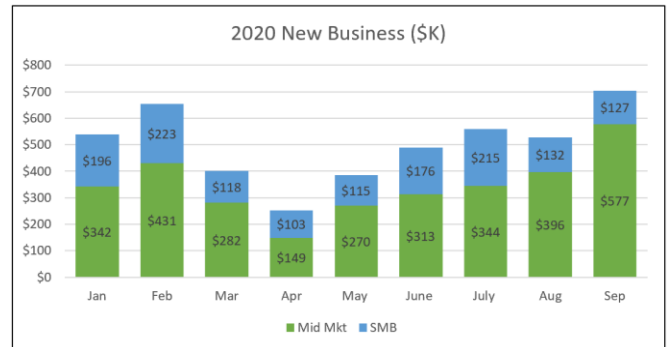


The company needed to implement corrective actions that would drive immediate revenue performance and predictability

# The Results

QSS engaged with the client on May 1, 2020 and had the following revenue performance results:

**May to September Monthly Revenue Growth**  
Monthly Compounded Growth Rate: **16.3%**  
May to September Revenue Growth: **82.9%**  
Overall forecast accuracy: **67%**



## 01 Turning the Revenue Tide

QSS delivered a focused, disciplined and repeatable approach to drive near-term revenue.

**Step 1:** Run QSS's Revenue Analyzer against the company's existing pipeline to identify the client's optimal opportunity profile (**OOP**).

**Step 2:** Apply **OOP** to determine, by sales rep, the **Top 10/Next 10** accounts to pursue.

**Step 3:** Drive rigor & discipline into the sales process to optimize sales performance.

## 02 Close Near-term Revenue

Once each sales reps Top 10/Next 10 list of opportunities were identified, QSS engaged in direct opportunity management that delivered in-the-moment skills and deal strategy training.

Within 30 days of engaging QSS (May 1 2020) revenue decline was reversed to a positive increase of **16%**.

## 03 Sustained Forecast Accuracy

QSS continues to work with the company to focus on how to make sure efforts to date stick.

Sustainability is being achieved by providing real-deal coaching focused on Top 10/Next 10 for the entire sales team and executive leadership. By endorsing a clearly defined sales process; better adoption and utilization of their CRM platform; adopting and utilizing their CRM platform as the single source of truth; and continuously monitoring results through a suite of corporate dashboards for complete transparency, data quality had greatly increased.

This is being achieved by ensuring that every opportunity in the pipeline adheres to the **4Rights**:

- They are the **right opportunities**
- They are in the **right stage**
- They have the **right close date**
- They have the **right value** for the prospect

## Conclusion

QSS delivered:

- Revenue growth of **20.5% compounded ARR** for June and July 2020
- Improved forecast accuracy (right close date & right value) from **67% to 88%**
- Sustainability through continuous monitoring; identification; and hands-on coaching

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