

FRACTIONAL COO - CASE STUDY

Creating a Repeatable Sales Process for a Commercial Electrical Contractor

ABOUT

A commercial electrical contractor faced challenges with their sales process, which relied heavily on one person to handle all sales responsibilities. This approach required a "unicorn" employee with a diverse skill set. To overcome this limitation and improve efficiency, the company sought to develop a clear and repeatable sales process.



CHALLENGE

The existing sales process relied on a single person to handle all aspects of sales, from prospecting to closing deals. This approach posed several challenges, including limited scalability, overburdened resources, and potential gaps in expertise. The contractor recognized the need to establish a more effective and sustainable sales process that maximized individual skill sets.

SOLUTION

To address these challenges, the commercial electrical contractor engaged Thrive Business Operations and our Fractional COO services with expertise in sales process development. The Fractional COO team collaborated closely with the company to assess their current sales practices and identify areas for improvement.

They developed and documented a new sales process that divided tasks and stages into specific roles based on individual skill sets. This approach ensured that each team member could focus on their strengths, improving efficiency and maximizing results. The new process included clear guidelines for lead generation, qualification, proposal development, and closing techniques.

RESULT

The implementation of the Fractional COO's solution brought significant benefits to the commercial electrical contractor. The newly established repeatable sales process eliminated the need for a single "unicorn" employee and allowed the team to leverage their unique skill sets more effectively.

By dividing tasks among team members based on their expertise, the contractor achieved a more efficient and streamlined sales process. This approach resulted in increased productivity, improved lead conversion rates, and enhanced customer satisfaction. Moreover, the company experienced cost savings by hiring individuals with specific skill sets rather than seeking a single employee to handle all sales responsibilities.

Overall, the commercial electrical contractor achieved greater scalability and a more sustainable sales process. The improved division of tasks and leveraging individual strengths led to increased revenue and profitability. The company was well-positioned to adapt to market demands and drive future growth.