PRIVATE EQUITY-BACKED AVIATION SERVICES SOFTWARE COMPANY

OVERVIEW

A PE-backed software company needed to significantly increase revenue, reduce the sales cycle, and quickly ramp new hires with no time for complexity or steep adoption curves that take multiple quarters to implement.

HIGHLIGHT

- **43% YoY revenue growth the first month after training concluded**

IMPACT

The sales team adopted common language, consistent coaching, and tactical frameworks from discovery through demo.

New hires now ramp **faster,** the **sales cycle has been reduced** and role certification has evidenced a **100% adoption** and ongoing **utilization** rate in each selling role.

CHALLENGE

PE-backed companies are bought to be sold so the pressure is on to grow top-line revenue at a fast and steady pace, while also operating at attractive profit margins.

This formerly family-owned software company had been successful for 30-years, but its growth trajectory was nowhere near where it needed to be in order to satisfy the new PE investors.

Management was frustrated by a lack of accuracy in pipeline reporting, variability in performance across the sales team, and an inability to ramp quickly.

SOLUTION

The 14-day ClozeLoop **Sales Effectiveness Assessment** analyzed four key components of the business: **Strategy, Systems, Skills, and Staff**. Our process involved listening to sales call recordings, interviewing members of the team, evaluating CRM data, reviewing internal documents, and a comprehensive sales team skills assessment. We concluded that the sales team lacked skills in discovering pain with prospects and suffered from the absence of a sales playbook.

Within 90 days the ClozeLoop team trained the team of business development reps, account executives, and management on the **Triangle Selling** methodology, trained the management team on the **COACH** framework for performance impact, and rolled out a dynamic **Sales Playbook** in Google Sites. The ongoing **certification plan** has ensured ROI and integration.