

Ultimate Labs Case Study

Challenge

Ultimate Labs was a three year old CEO-centric company. They had grown steadily during their first three years of existence. Most of the growth had been through the professional relationships the owner had developed over many years as an employee and consultant in the Life Sciences industry. The Sales function was reactive. The Sales Professional would wait for a lead to come in or to be given to her by the owner and then would go close the business.

During the third year, the company's top line revenue growth had slowed significantly. Their Sales Professional was part time so time management and effectiveness was paramount. The Sales Professional was not able to meet the demands of the position.

They wanted help getting new top line revenue but were unsure how to take the next step to get back on the growth path once again.

Solution

Utilizing the Thoughtful Discipline Process the Corlea Group helped them define:

- ✓ Specific goals for growth over the next three years including top line revenue and net profit
- ✓ Developed plan for proper resource allocation based upon revenue milestones
- ✓ Identified target industries, buyers and developed comprehensive Sales Process
- ✓ Identified existing and needed Marketing and Sales tools to support the Sales Process
- ✓ Created clear expectations for the Sales Professional
- ✓ Assisted in interviewing and hiring a new Sales Professional and Key Account Manager
- ✓ Corlea Group brought in a key strategic partner to assist with the proper accounting and cash flow policies for Ultimate Labs resulting in the company securing funding to fund the expansion of their physical plant, equipment purchases and new testing services to fuel additional growth.

Outcomes

By the middle of the following year, they year over year top line revenue had grown by 50% while replacing their current sales professional and implementing key elements of the Thoughtful Discipline process.

Revenue attainment exceeded planned growth goals and put Ultimate Labs on the trajectory to achieve their three year revenue goal by the end of year 2 of their original plan. The company doubled the size of their facility and is currently planning their first national marketing campaign.

"Corlea Group becomes a partner of your company. Not only do they provide immediate direct sales impact, he also examines your company to construct and repeatable and reproducible sales process and strategy to ensure your company thrives." Kim Lim, Owner and Founder, Ultimate Labs, Inc.