

Digital Agency

At a glance

This company is a success digital agency offering web design, development, and strategic web management services. Founded by a long-standing member of the WordPress community, the company's sales were reliant on personal relationships and a few large clients, which would crash the business should they have left.

CHALLENGES

The company had grown primarily from speaking as a sales channel and through personal networks. While the company scaled fast, it was reliant on big whale clients. Incoming leads were bottlenecked by poor follow up and slow CPQ process. With an immature sales process, ongoing sales to add other clients proved challenging.

SOLUTIONS

JPM mapped an annual plan for demand generation and introduced a formal sales process with transparent pipeline for managing deals. They delivered creative and technical sales enablement to advance deals to closed won. A 150% rate increase was instituted to increase new client billings, reducing reliance on a few key clients.



Strategic Planning



Sales & Marketing
Automation



Technical Sales
Enablement

BENEFITS

1

Annual & Quarterly Planning

With a clear and comprehensive annual and quarterly plans, the team was organized to deliver campaigns rather than random assets, with the goal of increasing traffic and customer lifetime value.

2

Revenue Operations

With people operations and bringing siloed teams together, cross-functional ops processes were introduced, bringing cohesion to the team and customer experience for new deals, upsells and renewals.

3

Digital Transformation

By onboarding the organization to a new CRM, sales automation platform, and all-in-one CPQ platform, leads could be contacted, nurtured, and closed with efficiency.



Enterprise-level customer experiences



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