



sideways6

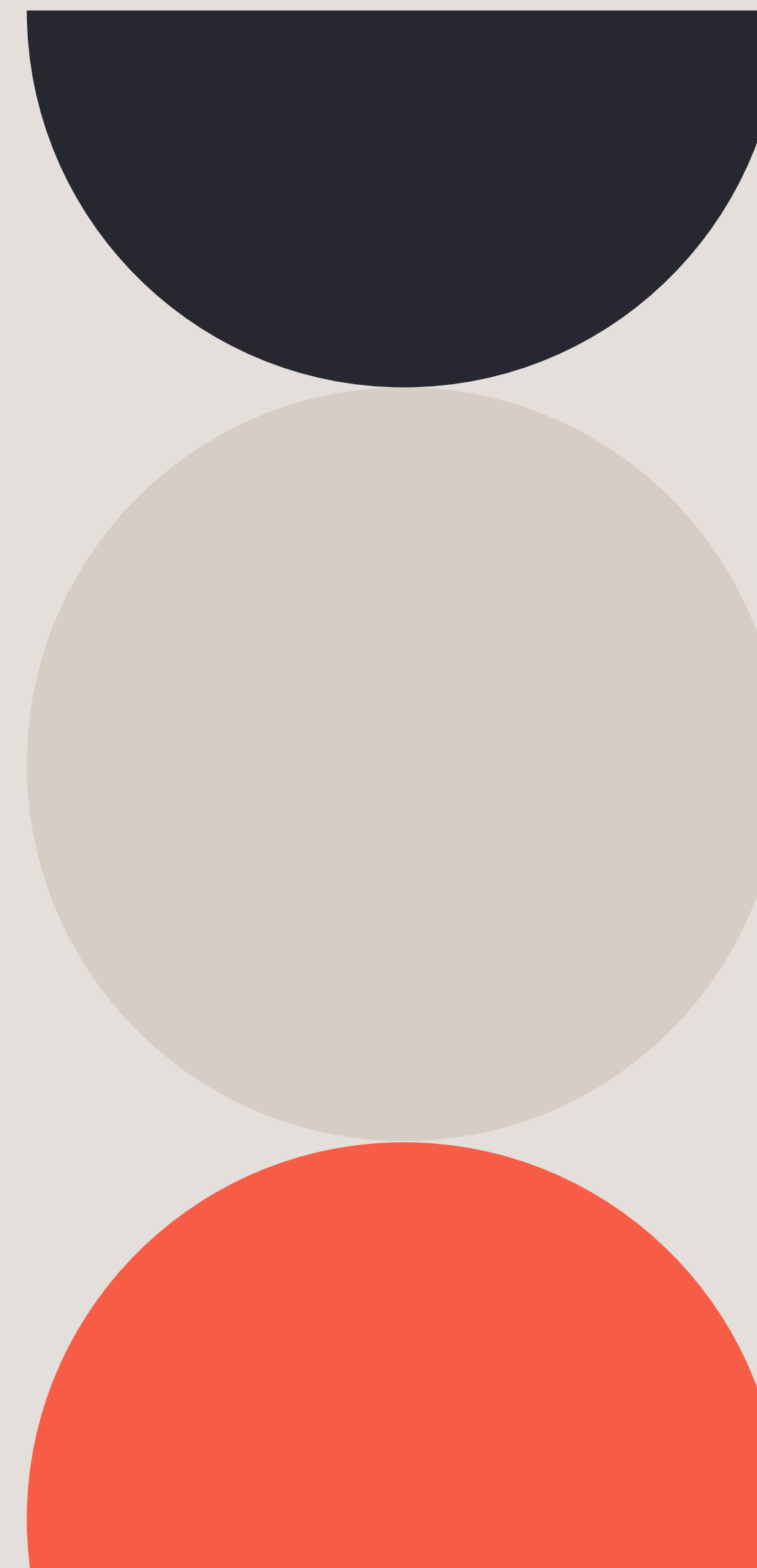
CASE STUDY

*Sideways 6 increase
average deal value and draw
out clear sales process.*

Challenge

Will Read, CEO of employee ideas platform Sideways 6, had done an excellent job in getting early traction with enterprise customers like British Gas, Diageo and Thames Water, but had struggled to make the seismic shift between a founder-led sales to a sales team led approach.

Will's team approached Sales for Startups as they wanted to improve their enterprise sales results and move away from a scrappy and unpredictable sales process. With a successful Seed round, Will sought to understand how they can transform the business into a £1million ARR company.



Solution

Through deep data sales and marketing analysis, and our discovery workshops, we found out that Sideways 6 had a 3% conversion rate from lead to sale, their sales cycle was 9.5 months long and their proposal rate was only 16%. On top of that, their team structure, roles and responsibilities - and the productivity of the sales team - were not at their desired level for a SaaS company.

We recommended that in order to achieve their £1 million MRR, they needed to reduce their target industry verticals from 7 to 3 and update their positioning and sales collateral. They also needed to promote their most inexperienced but highly productive Sales Development Rep (SDR) to Account Executive (AE), restructure the team, as well as hire one SDR and one AE.

Sideways 6 needed to draw out a clear sales process management guide that clearly labelled which and when activities were needed to provide an excellent buying experience for prospects.



Results

103%

Increased average deal
value

4x

Four times revenue in six
months

-5.5

Cut sales process by
5.5 months

£2.5m

Qualified pipeline to find
£2.5m waste

42%

Increased proposal
win rate

“You gave us insight into our business that we hadn’t had previously seen in the last two years. Sales for Startups made sure that those newly created processes were lived, adhered and followed. We’ve more than doubled our revenue in 6 months and I’ve been really pleased with the results.”



WILL READ, CEO AT SIDEWAYS 6

sideways6

Want more support?

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SALES FOR STARTUPS

Get in touch

Website: salesforstartups.co.uk

Email: info@salesforstartups.co.uk

Phone: +44 203 637 9769

Address: The Brew Eagle House,
163 City Rd,
Hoxton, London,
EC1V 1NR