



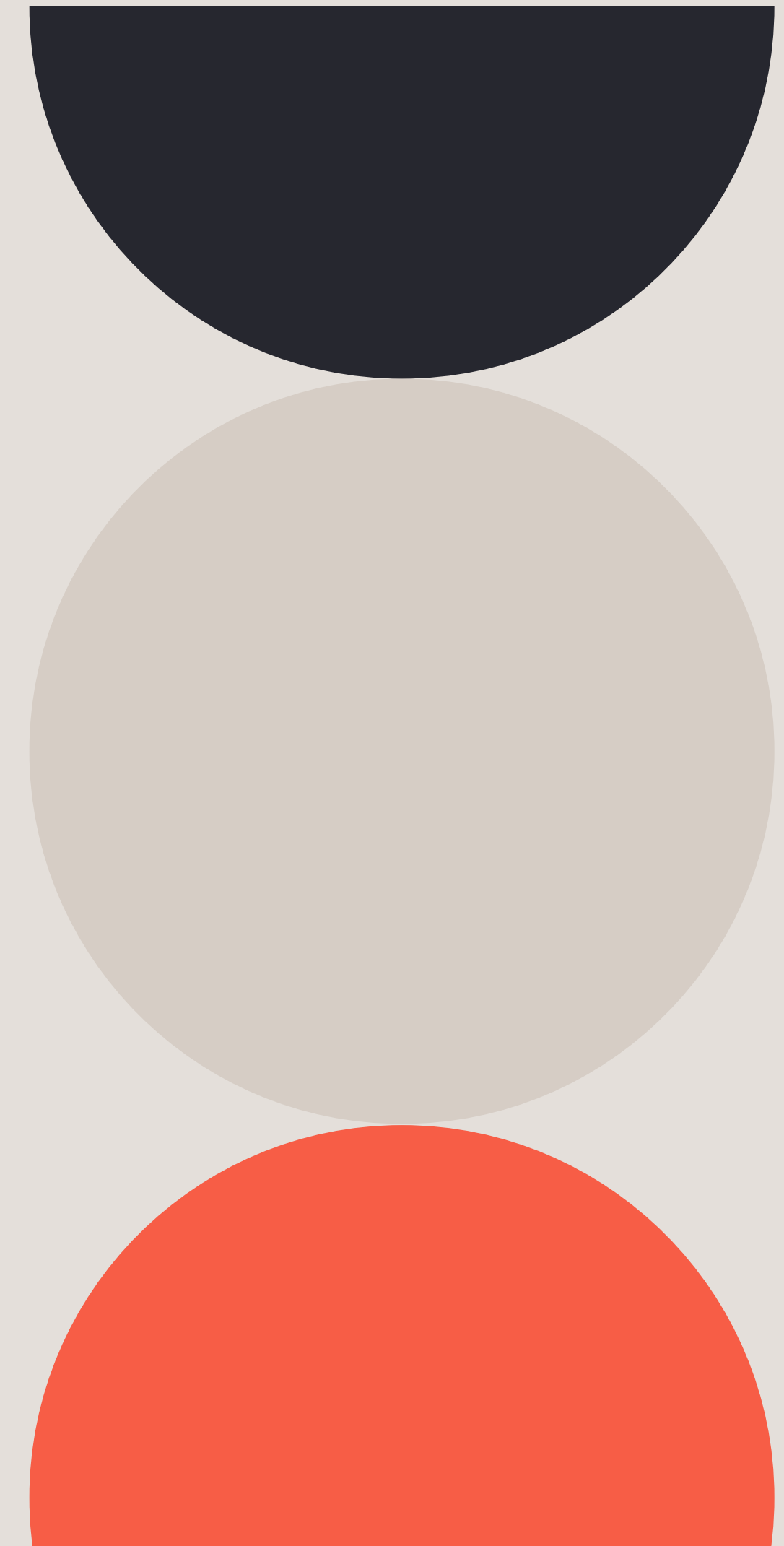
CASE STUDY

Analysis addresses bottleneck
in Avvoka's sales process &
decreases sales cycle

Challenge

David Howorth and Eliot Benzecrit are co-founders at Avvoka, a technology company that takes the contracting process online. The software decreases the amount of manual entry needed to create and agree a contract between clients and partners. David and Eliot were two lawyers who didn't have any prior sales experience and needed help to get to the next milestone.

David and Eliot were referred to Sales for Startups as they wanted some direction on how to structure their sales operations, including converting a major enterprise contract and selecting, making and onboarding their first sales hire. They wanted to help on how to structure their sales efforts so they could consistently win new business and didn't want to lose momentum on some early referrals and customers in their current pipeline.



Solution

Through deep data analysis and our discovery workshops, we found out that they had a bottleneck in their sales process between the initial demo and then a pilot and actually signing these customers to annual subscriptions. We found out that the two co-founders were not clear on their own responsibilities for Sales, Marketing and Delivery. They wanted to hire a Sales Executive but had no clear plan, onboarding schedule, contracts or commission scheme in place. They also had the opportunity to sign and triple one of their current prospects in their pipeline.

We created a 90-day plan to achieve their aims of structuring the sales process, hiring their first salesperson and closing some initial deals in their pipeline. This included detailing out what improvements were to be made to the sales process, how to qualify key opportunities and how to market their value in an effective manner to clients consistently with a new value proposition.



Results



Get accepted to Fuse, an Allen & Overy accelerator



Signed a reseller partner to get access to 40% of addressable market



Drew out a new sales process and decreased sales cycle by 35 days



Created an onboarding plan for the first salesperson



Signed their first enterprise deal and trebled account spend in 90 days

“Sales for Startups are really different from a typical consultancy as they went that extra mile to truly understand our business and added value at every turn. After our workshop, we came away with some exciting ideas and some actions that we could implement the next day. That’s why Sales for Startups were perfect.”



DAVID HOWARTH, CO-FOUNDER AT AVVOKA



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