



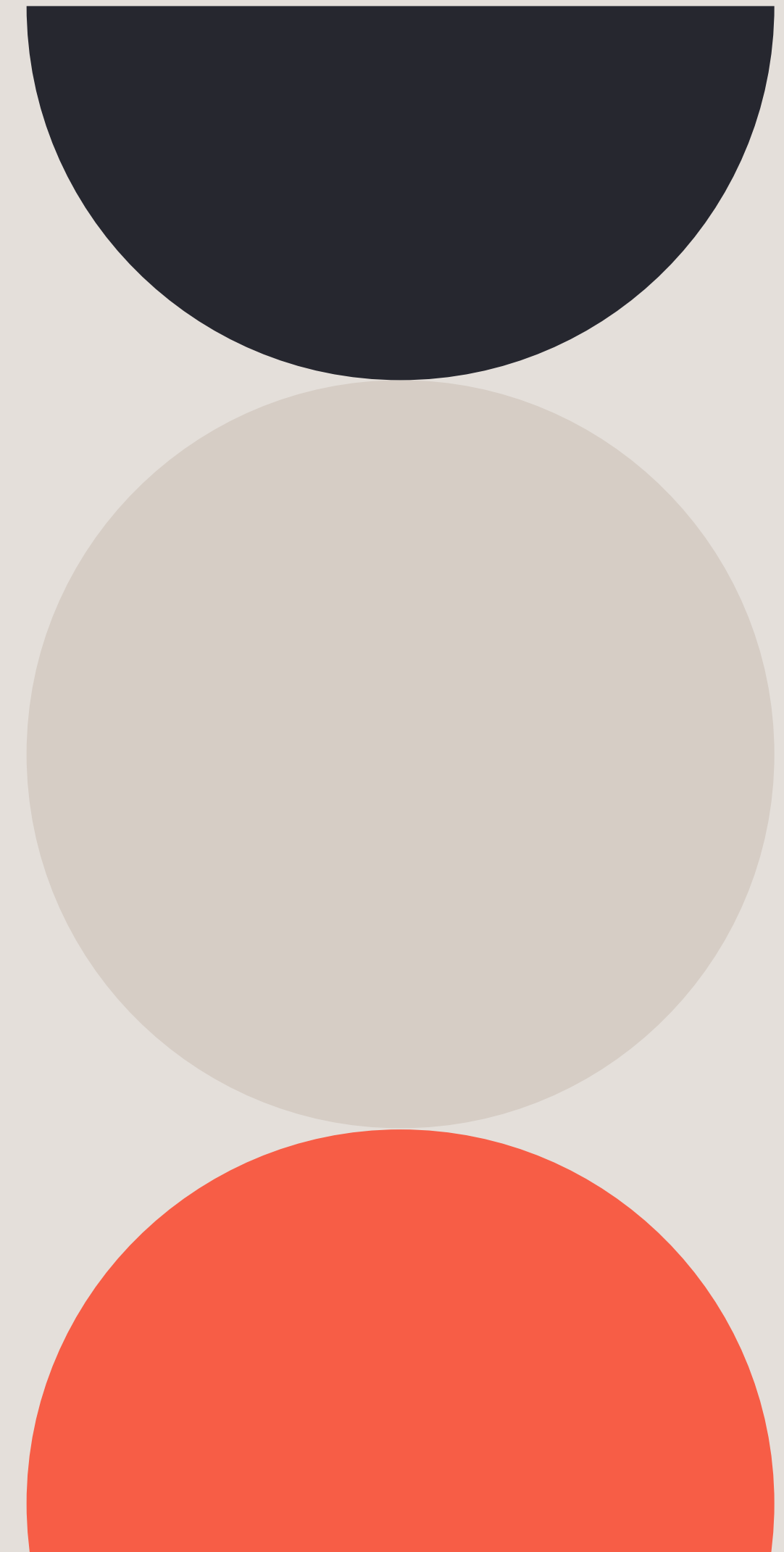
CASE STUDY

Expandly build new  
structures and adapt  
brand messaging

# Challenge

Elizabeth Gooch is the CEO of an all-in-one solution for eCommerce retailers to connect, manage and automate listing, inventory, orders, shipping and accounting across multiple platforms. Elizabeth had inherited a turnaround remit from Mercia's VCT leadership team, to restart and reboot the business.

Elizabeth came to Sales for Startups wanting to build her sales engine, including the proposition, team, processes and sales culture.



# Solution

Through deep data sales and marketing analysis, and our discovery workshops, we found out that Expandly, had no structure to their customer retention with 12% average churn in the first three months. Their sales process was undefined, they had a poor track record of hiring salespeople, meaning that CSMs were now in charge of selling and even the COO/CFO took on the mantle of selling.

Following a short strategic workshop, we agreed a game plan to be executed over the next 90 days. We changed the brand messaging, the website, and hired a sales team. We also became aware that there was varied pricing and some instances of under-selling the value of the product, so we created a new and streamlined pricing model, upgrading existing customers to the new pricing tiers.



# Results

**SALES FOR  
STARTUPS**

150%

Increased average  
contract value

9

Reduction in months to  
build a sales operation

2

Weeks to coach a new salesperson  
to sign their first deal

3

New BDMs hired in 90 days

"There are loads of consultants that can tell you what to do, but very few that roll up their sleeves and make it happen.

**This is exactly what Sales for Startups did.**

“They bring all the **expertise and practical help** we needed to get sales and marketing up and running and gaining traction. I'm very proud of what we've done in such a short time, I know we have a solid platform to scale now.”



# Want more support?

Run a no-risk diagnostic on your business

Complete our online scorecard in just 5 minutes and you'll get insights on your blind spots immediately.

COMPLETE [SCORECARD](#)

Book a call with one of our revenue experts today

To discuss more about our practical and hands-on support for your business

BOOK A CALL



# SALES FOR STARTUPS

## Get in touch

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