



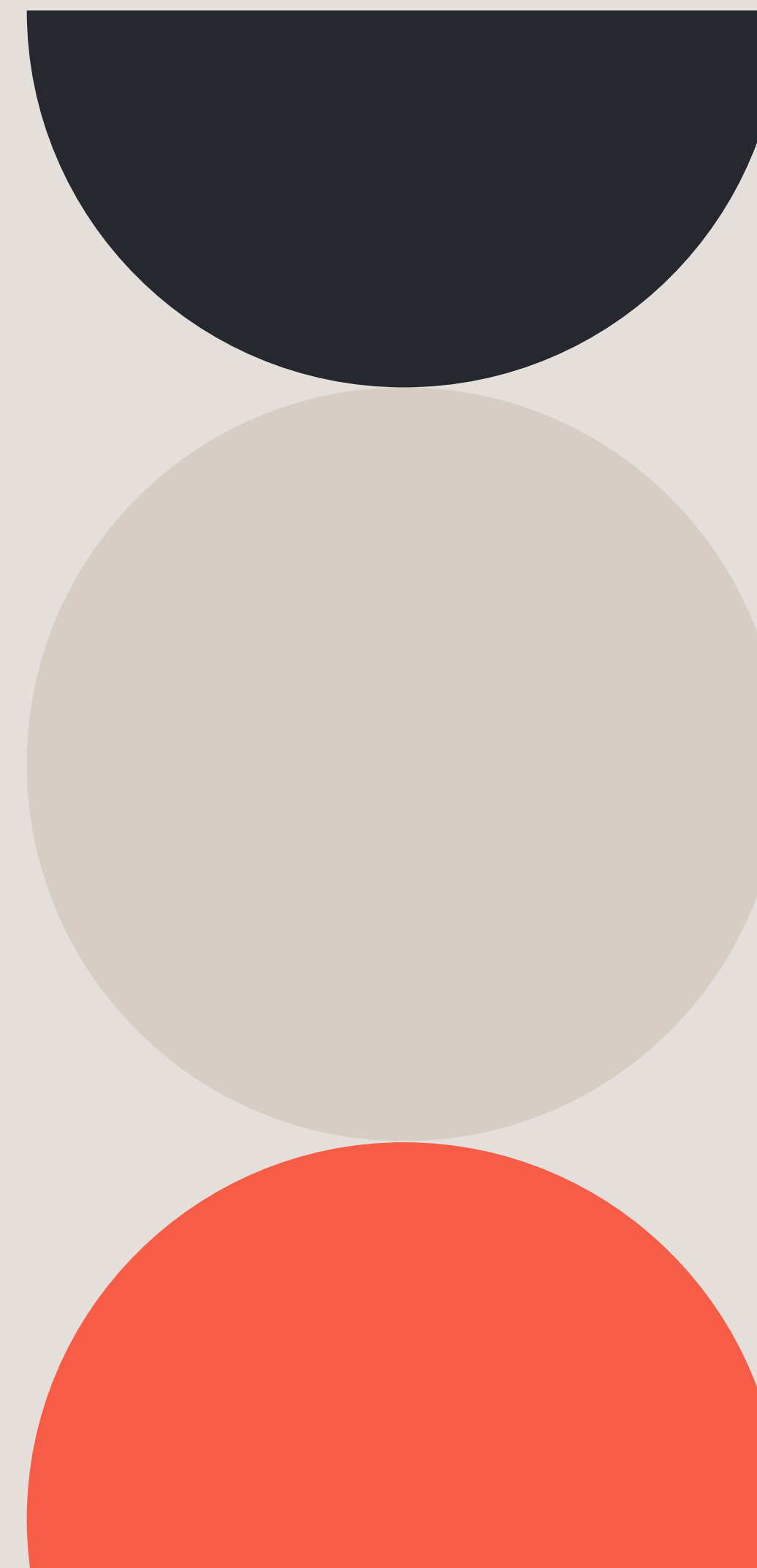
CASE STUDY

Howamigoing takes value proposition to next level and secures Seed funding.

Challenge

Julian Cook, CEO and Founder, had done well to get the first two customers with an MVP and securing angel investment. They had previously hired an interim Head of Sales but he failed to gain traction. Their target was to raise \$1 million in Seed funding within the next 6 months and they knew that they needed a clear proposition, the right people in the right roles and a scalable sales and onboarding process for them to scale predictably.

Julian approached Sales for Startups, after taking on 4 new hires in a month, which resulted in lots of confusion on roles and responsibilities. He wanted “sales leadership to coach, mentor and help sign the next tranche of customers” so he could go and raise Seed investment.



Solution

Through deep data analysis and our discovery workshops, we found that the core features of the platform were not 'market-ready', the pricing was too low and poorly positioned, an unclear target market, no progression plans for new sales staff and an unstructured and unclear sales process that was Founder-led and not tracked in the CRM.

We selected 1 account and customer profile, we changed the pricing from per month to per year and increased it by 50%, we redefined the sales process and qualified over 70 opportunities within 90 days.

We also setup HubSpot CRM to have clear entry and exit criteria and corresponding automated workflows. We trained a new joiner in Sales to sign her first 5 corporate deals within 6 months, we launched a direct and partner lead generation campaign to increase lead flow and optimised the website to improve the number of lead submissions.



Results



Re-aligned structure for
Marketing, Sales, &
Customer Success



Increased leads per week
from 0 to 4



5 corporate customers signed
in 6 months across 4
continents



Streamlined their value proposition
to 50-250 employee market



Helped Howamigoing secure
\$1.1m in Seed
funding in 4 months

“Sales for Startups have given us the foundations to scale. Their influence, advice and input into all aspects of the company including product, marketing, sales, customer success and talent have been invaluable and enabled us to get to the next milestone. After securing Seed funding earlier than expected, we’re ready to go to the next level.”



JULIAN COOK, CEO AT HOWAMIGOING

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