



Shepper.

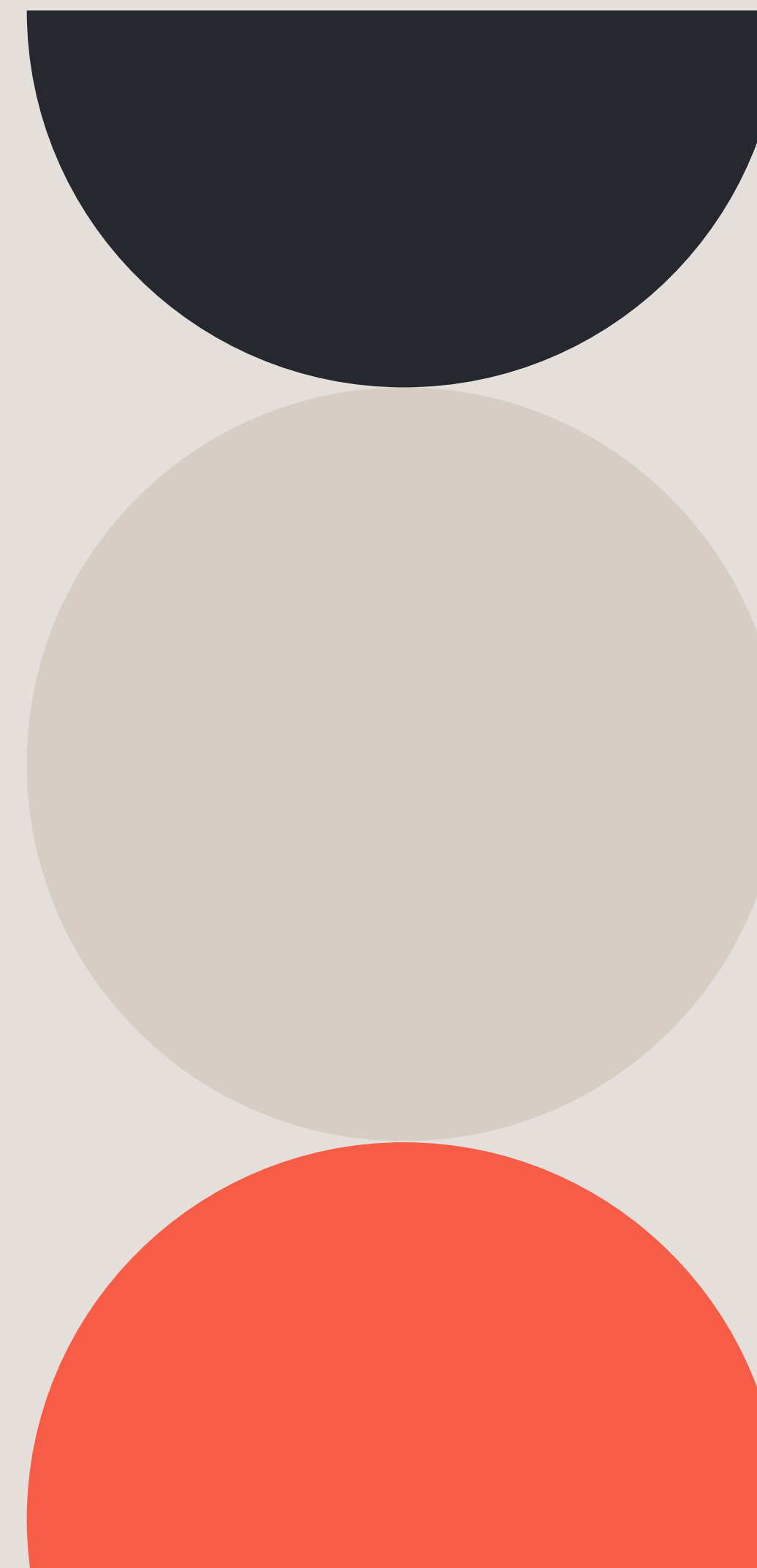
CASE STUDY

Shepper doubles company
revenue and increases deal
value by 123%.

Challenge

Ben Prouty, CEO & Co-Founder of Shepper, had impressive experience building B2C businesses at Streetcar and Lovespace but no B2B sales experience to date. He hired a new Head of Sales & Marketing to solve the problem. Having recently graduated Founders Factory, hired a few sales representatives, secured £4.1 million from Aviva Ventures and won awards with Startups100, he soon realised he had a lot of plates to spin.

Ben approached Sales for Startups, as he wanted to go "from a scrappy sales operation to a process-driven machine." He wanted to identify what key industry verticals to focus on, grow a high-performing sales team and reduce lengthy sales cycles – of course, like any ambitious CEO, he wanted to start yesterday.



Solution

Through thorough consultation and analysis, we were able to reduce the 9 vague target industries to 3 including Property, Media and Retail and train the team on these target three value statements. We also helped re-structure the departments for more efficient sales processes and implemented an improved lead generation process.

On top of this, we installed a customer advocate programme to increase referrals and upsell rates, set up a managed recruitment campaign for SDR and AE roles, and created an improved commission scheme and targets for both current and incoming reps.

All this resulted in the average deal value increasing by 123%, with company revenue doubling in just three months.



Results



3 months time-scale



Doubled company revenue



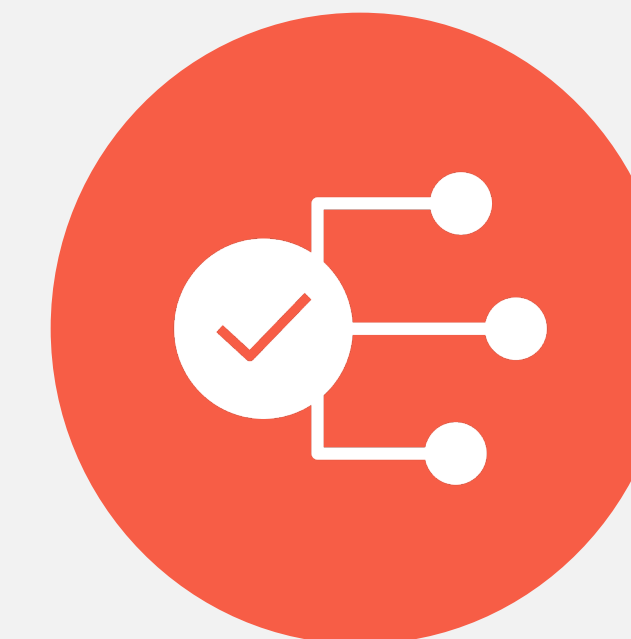
Increased deal value by 123%



Reduced number of target verticals
from 9 to 3



Assisted in signing key deals
with L'Oreal, Hostmaker, &
Smartrenting



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

"Sales for Startups have brought real clarity to our sales operations and given our sales team a lot of confidence already. The results speak for themselves. They clearly know what they're doing and it's invaluable for us to have a sales expert and leader in our team."



BEN PROUTY, CEO AT SHEPPER

Shepper.

Want more support?

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

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

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