



CLIENT SUCCESS CASE STUDY - B2B COLLECTIONS FIRM



Situation Analysis

A sixty-year-old business was a leader in the attorney-intervention portion of the B2B financial collections business. After recently acquiring the business, the third-generation owner was grappling with flat sales despite substantial revenue available in the industry.

SGA's Work

- Held a weekly one-on-one meeting with the CEO to align progress and performance while staying focused on strategy.
- Held a weekly L10 meeting with the sales team and also weekly one-on-one's with each sales rep.
- Built trust amongst a sales team that had not previously had a sales leader.
- Provided sales leadership the sales team had never had.
- Worked to mesh disparate sales team personalities and working styles.
- Worked to build a successful "company chemistry" which can often be a key factor in overall success.

Key Results

 **39%**
REVENUE GROWTH
with the highest profitability
in company history

- After setting an aggressive 10% revenue growth goal for FY 2023 (Oct. 2022–Sept. 2023), the firm greatly exceeded that expectation:
 - 39% revenue growth achieved in FY 2023 – highest level in company history.
 - Achieved highest profitability in company history.
 - Leadership team has achieved the highest level of cash in the bank net of expenses in company history.