



Case Study: Expanding into New Geographies

Sales operations improvements lead to growth for software developer

THE SITUATION

Simple Thread, a custom software design company, has grown significantly since its incorporation in 2010. Primarily focused on serving small and mid-sized companies in the Central Virginia region, the co-founders hired Fahrenheit Advisors to develop a sales plan to target future growth, win new business, and expand beyond its current geographic market.

OUR APPROACH

Fahrenheit took a two-phase approach. First, it completed a sales and marketing assessment, which included interviews with several members of the Simple Thread team. The assessment documented the firm's sales and marketing processes, reviewed sales data, completed a written SWOT analysis, and identified the top priorities for accelerating growth and meeting sales objectives.

Second, in collaboration with Simple Thread's leadership, Fahrenheit developed a sales playbook which outlined a sales plan, repeatable processes, key pursuit targets, and metrics that supported the company's future goals.

The playbook included:

- › An overview of the sales representative role and responsibilities
- › Target markets and an outline of the company's ideal customer
- › Sales process with key steps, sales tools, and KPIs
- › Profiles of key buyer personas, along with template scripts for use with pursuits
- › A list of new prospect companies to target within and outside Central Virginia

THE RESULTS

- › A 2022 plan for prospecting to accelerate the sales cycle, close more deals, and grow revenue
- › Standardized and written sales processes that management can use as the company grows
- › Alignment on key performance sales indicators at each step of the selling process

FEATURED CONSULTANT



Selena Sanderson
Managing Director

“Thanks to Fahrenheit, our business has a road map to the next level.”

Justin Etheredge, CEO,
Simple Thread