

# Building out a structured selling infrastructure for an innovative start-up business

**ABOUT FORESTREET:**

Forestreet is a B2B SaaS business providing market data for competitive intelligence, market mapping, M&A target lists and technology advisory.

**COMPANY SIZE:**

11-50 employees

**INDUSTRY:**

Software Development

**SBR SERVICES:**

Sales transformation, revenue growth strategy, sales playbooks & sales guides, sales competency assessments

Carrying out a Sales Due Diligence to create a programme of work that provides an underpinning infrastructure for successful selling, delivering it at an accelerated pace to match the tempo of the business growth. With an overarching goal to enable a fully operational sales capability in market and generate business within 3 months from the investment.

## What did Forestreet want to achieve?

Forestreet has built a successful platform that provides unbiased data-driven insights and market intelligence through AI and deep analytics. 5 years after its foundation they were yet to develop a formalised and structured sales approach. Therefore, one of their key goals was to clarify the market approach and sales function. Forestreet wanted to know how to achieve their growth objectives from a sales execution perspective focusing on two main subscription products.

## What issues were they facing?

Forestreet were operating with 2 Co-Founders and a Head of Technology with no formalised approach to sales. Having teams of technical experts, the challenge was to set-up and embed a sales methodology and process to establish a selling infrastructure, which will be result-generating for current sales leaders as well as new joiners.

## SBR's approach

SBR reviewed the strategy and execution of the would-be sales function in the organisation and offered a solution that led to establishing a homogenous approach across the sales team. SBR then provided a scoping document of areas for growth and the resources needed to achieve the growth objectives. Among the tools, SBR created and implemented a **Resource Allocation Matrix, Competency Framework** for individual contributors and sales leaders, **Compensation Plan Models, Sales Playbook and Sales Guide, CRM Implementation, Onboarding Program** including Job Descriptions and **Sales Enablement Plan**. SBR consultants organised recruitment role plays and participated in multiple Forestreet recruitment interviews to establish the structure.



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Alex Miller

CEO & Founder