

# Long-Term Revenue Growth Strategy with Pre- and Post-Sales Optimization Roadmap

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## The Situation



Revenue from legacy products was in decline for a national

integrated print organization. They had low but growing revenue from new high-profit offerings. However, these products required new support resources to manage workloads.

## The Challenge

The organization needed to improve the current state pre- and post-sales support practices and create a roadmap to optimize resource deployment and processes related to future state workloads.

## The Solution

The Alexander Group (AGI) identified current state process bottlenecks and improvements to optimize the pre- and post-sales processes. Through **sales investment and sales time allocation benchmarking**, AGI leveraged headcount benchmarking and an internal media sales study to provide context and guidance towards process and headcount optimization opportunities. AGI also created and delivered a three-year initiative **optimization roadmap** across 17 key recommendations to transform pre- and post-sales processes and organizational structures.

## The Benefit

The print organization reported a 10 percent reduction in pre- and post-sales support headcount. They have also initiated a three-year pre- and post-sales process optimization plan with long-term revenue growth strategy.