

# Revitalizing the Revenue Engine for Growth Excellence

Transforming the Sales Organization to Maximize ROI

Employees  
**38K+**

## Challenge

A leading operator of long-term acute-care hospitals (LTAC) and rehabilitation services provider was experiencing below-market growth, and they needed to identify and execute on key market opportunities. Poor allocation of resources had led to an inability to capture high-value accounts, which also caused a dysfunctional sales organization without clear roles and guidance. Poor sales performance and ROI also resulted in inefficient spending without tangible results.

## Opportunity

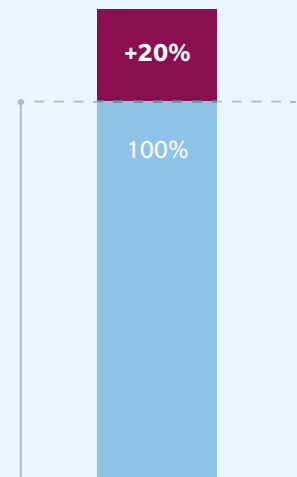
SBI collaborated closely with the company to transform their revenue growth model while ensuring fiscally responsible spending:

1. **Developed account segmentation models** to identify high-value opportunities and ideal customer profiles
2. **Restructured the entire sales organization** to efficiently and effectively capture market opportunities
3. **Create clear rules of engagement** and responsibilities to help sellers drive business objectives

## SBI Response

SBI partnered with the company to develop a revamped **revenue growth model**. They leveraged a combination of internal and external data sources to **identify new market opportunities** across key areas of operations. SBI also conducted numerous field surveys and stakeholder analyses, pinpointing areas which could **yield the greatest ROI**. With a fundamental dataset established, SBI was able to implement industry best practices across the company's sales organization, laying the groundwork for the company to achieve their revenue goals.

## Key Result



**20%**

YoY Growth  
Target Exceeded