



## CASE STUDY

# number8 Software Development Consulting Firm

### BUSINESS SUMMARY

number8 has been a steadily growing company for years. Responding to market conditions and customer needs, they have continued to hire new and better their talent in the software development space, and needed to differentiate their offerings in the industry. They also knew that to truly scale their business, they needed to focus on the development of larger accounts, which led them to reach out to Hunt Big Sales.

Understanding that executive management, as well as their direct sellers, should be involved in the HBS coaching, they put 12 people through the process, inclusive of five direct sellers. They started the program in March of 2021, hired a new Sales Director aligned with the strategy, and achieved results in under nine months.

### CHALLENGES

When number8 came to HBS, they had no clearly defined sales process, an inconsistent value proposition and sales messaging, no clear definition of an account target, the focus of sales was headcount and activity versus a comprehensive solution-based sales offering, and their pipeline and dashboards were unclear and unpredictable.

### BUSINESS GOALS

- Increase top line revenues by 1-3 deals of \$3MM or greater in the next year
- Install a repeatable, predictable and successful sales process to land bigger deals
- Develop a data-driven decision-making model for sales operations

### SOLUTION

Through the Hunt Big Sales system, number8 implemented a complete business and sales culture shift across executive management, salesforce, account managers, and marketing teams. They implemented a:

- Replicable system to land new bigger accounts
- Single sales process and lexicon within the organization
- Sales management process through a dashboard available to all stakeholders

*“Out of the three large deals we brought in, we would have never landed one of them, and the other two would have been at 1/3 the size they ultimately were without HBS’ coaching. It’s not just a sales system. It is a whole new way of thinking about sales and your sales process—from start to finish. It did force us to look at how we not only did sales, but how we did business. For us...it was a game changer.”*

—OLIVER RAY,  
MANAGING DIRECTOR,  
NUMBER8

## IMPACT

Overall impact of the engagement with Hunt Big Sales resulted in the following for number8. They:

- Were able to land deals at a higher level, and larger deals overall, on a consistent basis
- Understood how to effectively use data, better identify target customers and follow a consistent sales process
- Landed three deals at \$3 Million++ in the first nine months