

# Increasing the Prospect Close Rate by 300%

Working with Rhumbix, SPJ implemented an account-based sales model that addressed the pain points of middle of the funnel opportunities to increase the close rate by 300 percent. SPJ's process and foundation is now used by the new sales leaders and has driven 400 percent growth year over year.



GTM ACCELERATOR



## ABOUT RHUMBIX

Industry: Construction  
Headquarters: San Francisco, Calif.  
URL: rhumbix.com

Rhumbix provides an app and Web interface that collects and analyzes field data to optimize labor productivity for owners, general contractors, and subcontractors. With a single source of truth, managers can make quicker, more confident decisions to drive productivity.

## HIGHLIGHTS

- **Grew revenue 400% YoY**
- **Increased close rate by 300%**
- **Improved ACV by 200%**
- **Increased qualified leads by 200%**

## An Ineffective Sales Model That Stifled Growth

Rhumbix created an entirely new market with its product, which helps construction companies improve job site productivity through time keeping and performance analytics. Their initial sales model focused on high velocity inside sales, which was ineffective as the company was working to build its brand and create this new space.

"The inside team was getting interest from leads, but they couldn't convert because the one-call closing model used in high velocity inside sales doesn't work in the construction industry," says Zach Scheel, Co-founder and CEO.

## Overhauling Sales to Drive 400% YoY Growth

To achieve its growth potential, Rhumbix leaders brought SPJ on board, referred by Jerry Chen & Jeff Markowitz of Greylock Partners. After listening in on sales calls with the existing team, SPJ quickly realized that the high velocity sales approach was incapable of delivering the results Rhumbix needed to meet its business objectives.

"After a couple of days of sitting in on calls with prospects, SPJ saw that we needed a different sales approach. Working with our team, they implemented an account-based sales model. And that's when we started closing deals," says Scheel.

SPJ helped the firm hire a new VP of Sales, who has led Rhumbix to 400 percent year-over-year growth since SPJ completed their engagement. The SPJ team also developed a trade show sprint model that has increased qualified leads by 200 percent. To accelerate productivity, SPJ created a sales onboarding program that has slashed time to productivity from six months to three.

In addition to overhauling sales, SPJ worked with the company founders to revamp their advisory board with three new members. Scheel says, "Our new advisory board members are helping us develop field experience use cases and identify value insertion points. This is really helping us communicate the value we deliver."

*"After we brought them on board, SPJ jumped in and made an immediate impact. They helped us adjust our sales model very quickly from high velocity inside sales to account-based selling. We're driving growth for our next round of funding--SPJ helped us identify and hire the right sales leaders, account executives, and sales development reps. Their expertise is helping us improve the way the world is designed and constructed."*

— Zach Scheel, Co-founder and CEO