Big Nerd Ranch

How Big Nerd Ranch Was Able to Turn Around 2 Years of Declining Revenue in 3 Months

Industry

Mobile & Web Application Development

Customer

Enterprise

The Sales Alpha Roadmap Phase and Service

LIFT – The Revenue Acceleration Program (RxP)

OVERVIEW

In 2017, Big Nerd Ranch (BNR), had seen 2 ½ years of declining revenue. They went from a darling of the industry being trusted by the largest companies in the world to seeing corporate relationships dissolve, and the sales of the flagship service decline to almost zero.

BNR engaged RevHeat to right the ship and do it quickly.

Using the Revenue Acceleration Program, RevHeat was able to attack challenges on 2 fronts

1. Quickly generate new sales and referrals from the existing client base.
2. Set the company up for ongoing predictable, systematic sales growth.

> Invaluable process with an undeniable impact! RevHeat have improved our time to close, deal size and close rate. Our revenue has more than doubled over the past few years, client relationships are more solid, and our biggest problem now is hiring to keep up the sales.

Stacy Henry
CEO, Big Nerd Ranch

By The Numbers

$1M

sourced in new opportunities

307%

avg. monthly revenue growth in less than 6 months

2-4x

growth of largest accounts above previous growth rates

When we began working "RevHeat, we had no discernable sales process or reliable visibility into future revenue. RevHeat implemented a process, rigor and discipline that has allowed us to evaluate sales data consistently and effectively.

Stacy Henry
CEO, Big Nerd Ranch

HOW BIG NERD RANCH WAS ABLE TO TURN AROUND 2 YEARS OF DECLINING REVENUE IN 3 MONTHS

The Plan

Using The Revenue Acceleration Program RevHeat analyzed where the most immediate lift in revenue could be achieved and implemented out "Trojan Horse" program which leverages the subject matter experts, not sales staff, to create opporutnities.

In parallel, RevHeat identified what was working and was not working in the sales process, the quality of the team, the gaps in training and implement a systematic program to address these findings.

The Results

- In less than 60 days, RevHeat helps to source $1,000,000 in new opportunities
- 307% Average Monthly Revenue Growth in Less Than 6 months
  - From $330,00/month to $1,342,000/month
- Largest accounts grow between 2-4x above previous growth rates
- Become customer-centric sellers instead of "feature led" sellers.
- From chaos and declining revenue to predictable.
- Leading to a massive positive cultural shift.

Final Result

- Sale of company in 2020, just 3 years later, to projekt202 aa division of amdocs