

Transforming  
bChex's Sales  
Operations with Set  
2 Close RevOps  
Services





## NAME

Bchex

## SAAS COMPANY

bchex is a Software-as-a-Service (SaaS) company that specializes in comprehensive background investigation services.

## BACKGROUND INVESTIGATION SERVICES

bChex's core offerings focus on delivering reliable and efficient background investigation solutions to its customers.

## INDUSTRY REPUTATION

With its commitment to excellence, bChex has built a strong reputation in the industry for its high-quality services.

# The Challenge

## Limited Visibility into Sales Performance

bChex struggled to understand the underlying factors driving their revenue growth, hindering their ability to make data-driven decisions.

## Inefficient Sales Operations

The existing sales processes were not optimized, leading to inefficiencies that impacted the overall productivity of the sales team.

## Need to Enhance Sales Team Efficiency

There was a need to improve the efficiency of the sales team to handle the growing market demands and sustain the rapid expansion of the business.

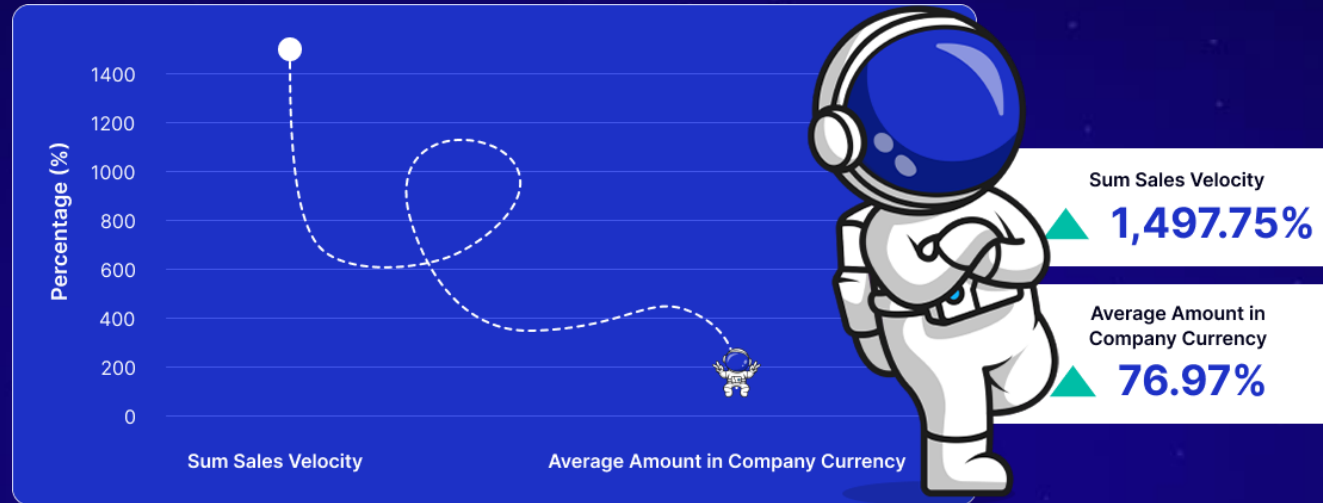


Working with Set 2 Close has transformed our sales operations. The predictive revenue model and the customized HubSpot CRM have given us unprecedented visibility into our sales performance. Our team is more efficient, and we're seeing consistent growth thanks to their expertise and support

**KEN MONROE**

CEO OF BCHEX

# The Result



Increased Sales Velocity by 1,497%

Optimized processes and tools significantly accelerated the sales cycle.

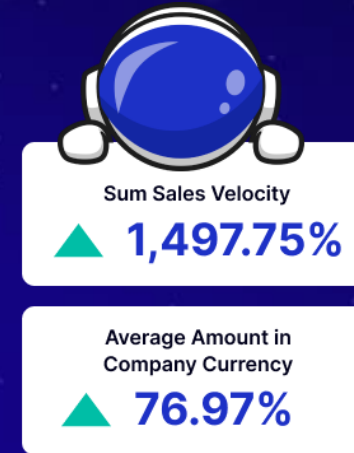
Average Order Value (AOV) Increased by 77%

Enhanced sales strategies led to higher-value deals.

Reduced Average Days to Close a Deal by 39%

Reduced Average Days to Close a Deal by 39%

# bChex's Enhancement



## Enhanced Forecasting Capabilities

Accurate sales forecasts enabled better strategic planning.

## Improved Sales Team Efficiency

Reduced administrative tasks allowed the team to focus on high-value activities.

## Effective Sales Team Structure

Specialization led to more effective prospecting and higher closing rates.

# The Solution that Increased Sales Velocity by 1,497%

## Step 1

### In-Depth Analysis

Set 2 Close conducted a thorough examination of bChex's existing sales processes, identifying areas for improvement and optimization.

## Step 2

### Predictive Revenue Model Implementation

They developed a predictive revenue model, providing bChex with accurate sales forecasts and insights into revenue growth factors.

## Step 3

### Customized HubSpot CRM

The CRM system was tailored to fit bChex's specific needs, enhancing visibility into sales performance and streamlining workflows.

## Step 4

### Sales Team Restructuring

Set 2 Close helped restructure the sales team, introducing specialization to improve prospecting effectiveness and closing rates.

## Step 5

### Training and Support

The sales team received essential training to maximize the benefits of the new systems and processes.