



At a glance



PROBLEM

Delta couldn't manage sales opportunities and scale due to disparate systems and processes, creating friction between management and causing stagnant growth.

CHALLENGE

Delta's leadership recognized they needed outside guidance to align their vision and goals to create a plan and execute strategies necessary to meet its goals.

KEYS TO SUCCESS

- Hire a consultant with experience scaling promotional agencies
- Leadership team alignment
- Learn operational best practices
- Lockdown processes

RESULTS

Better leadership, better systems & processes, and increased sales.

DELTA MARKETING GROUP

Delta has activated thousands of brands for over forty years and accelerated growth for some of the world's most recognized companies. They are a revenue performance partner for B2B companies and HubSpot certified agency. A driven organization pushing the marketing and sales space forward.

However, the organization recognized three main hurdles:

- 1 Lack of processes control**
Their software didn't provide the silos to control the entire order process, and leadership had to fix issues weekly.
- 2 The need for closed-loop reporting**
Migrating to Syncore helped with accountability, but they needed to accelerate the use of Syncore with coaching and reporting systems beyond the Syncore platform to close the loop.
- 3 Sales processes and management**
The company wasn't capitalizing on the lead flow because the sales team needed to have the structure and resources to be efficient and accountable.

The company needed guidance, coaching, and strategy to operate more efficiently and focus on sales and client retention.

SOLUTIONS BREAKDOWN

Powerful & intuitive

Delta worked with Randy Conley monthly, starting with a discovery day and creating a strategic plan to work towards achieving their goals.

Over the next twelve months, they worked in tandem, identifying the challenges preventing them from reaching their goals, systematically addressing the issues, and implementing solutions. The problems identified were broken down and updated to match how they should operate and how to operate once on the Syncore platform.

Keys to success

Delta turned to Randy Conley for consulting & strategy.



An operations roadmap to create a foundation for growth.



Processes implementation to align and optimize the team.



Syncore onboarding to implement best practices.

Implementation strategies

Randy became an extension of Delta's leadership team, acting as a fractional COO and taking ownership of their challenges and opportunities.

- > Strategic plan development
- > Bi-monthly strategy meetings
- > Quarterly planning meetings
- > In-person planning & coaching



"Randy provided us with the proper guidance at the right time, using his vast experience to help us focus and naturally recognize what our bandwidth was not to overwhelm us. So we could implement changes to our organization. His guidance and strategy have structured our agency for long-term success and the confidence that we have his continued support."

—David Houston, Delta Marketing Group

RESULTS

- Leadership alignment and focus
- Improved operational processes
- Syncore onboarding and best practices
- Closed loop reporting
- Improved sales processes
- The right people in the right seats
- Outsourced specialists