

From flat revenue to 4x MRR in eight months

Venture-backed residential marketplace | 21-month engagement | Revenue leadership and advisory

RESULTS AT A GLANCE

**\$322K →
\$1.29M**

monthly recurring revenue in
eight months

94%

year-over-year sales team
retention

\$500K

in operating savings without
reducing output

The challenge: The company had scaled. Its sales infrastructure hadn't.

A Series B residential marketplace with more than 50 employees faced stalled revenue and an underperforming sales function.

Leadership lacked the KPIs, pipeline tracking, and forecasting needed to understand performance and manage growth. The company needed to rebuild its sales organization while continuing to operate.

The assignment connected people, processes, training, and reporting into a functioning revenue operation.

The work: Give the team a repeatable way to perform

The engagement addressed five priorities:

Team development

Hired, onboarded, and led a 35-person distributed sales team.

Sales enablement

Designed and delivered training and enablement programs for more than 40 people.

Performance visibility

Established KPIs, pipeline tracking, forecasting models, and reporting.

Management discipline

Built coaching, accountability, and performance management into team operations.

Operating efficiency

Managed a \$1.3M expense budget and restructured operations to save \$500K without cutting output.

The goal was to give leadership a consistent way to understand results, develop people, and address performance gaps.

The outcome: Fourfold MRR growth with a team built to stay

Monthly recurring revenue increased from \$322K to \$1.29M in eight months. The team generated \$15.2M in new recurring revenue in its first year and retained 94% of its salespeople year over year.

The business gained the infrastructure to forecast, measure, and manage its sales operation alongside that growth.

When revenue stalls, examine the operation behind it.

Goshen Consulting helps growing companies strengthen their sales teams, improve execution, and build the systems leadership needs to manage growth.

Book an introductory call: calendly.com/goshenconsultinggroup/introductioncall

This case study reflects operating and advisory experience gained by Goshen Consulting's founder in a prior role.