

Building a marketplace sales operation that delivered \$10.3M in net new revenue in one year

Flexible workspace marketplace | 36-month engagement | Revenue leadership and advisory

RESULTS AT A GLANCE

\$10.3M

in net new revenue in a single year

1 → 24

people across the department in 36 months

2,500+

new accounts acquired and transitioned to sales leaders across the organization

The challenge: Funding secured. B2B sales still to build.

A flexible workspace marketplace had closed its seed round and needed to establish its B2B sales operation.

Growth depended on two connected audiences: businesses booking workspace and operators listing available space. Building demand without sufficient inventory—or adding inventory without buyers—would leave the marketplace short of what either audience needed.

The company needed sales processes for both sides, systems to manage the work, and a team capable of sustaining growth.

The work: Build the commercial operation around both buyers and partners

The engagement established the B2B sales motion across demand, supply, and the teams supporting them.

Business acquisition

Built the sales motion to bring companies onto the marketplace to book workspace.

Workspace partnerships

Developed the approach to recruiting operators and expanding available inventory.

Team development

Grew the department from one person to 24 over three years.

Sales systems

Led a migration from Zendesk to Pipedrive in three months, followed by a later migration to HubSpot in under three months.

Account handoffs

Acquired more than 2,500 new accounts and transitioned them to sales leaders across the organization.

The work extended beyond acquisition to customer success, account management, and partner operations.

The outcome: Revenue growth backed by an established organization

The team delivered \$10.3M in net new revenue in a single year and a further \$8.8M during the pandemic.

The operation supported a \$130M+ book spanning more than 200 SMB and enterprise accounts. By the end of the engagement, the company had established sales, customer success, account management, and partner operations functions.

A business that began without a B2B sales motion finished with the people, processes, and systems to serve both sides of its marketplace.

Your next stage of growth needs an operation behind it.

Goshen Consulting helps growing companies build sales processes, develop teams, and connect the systems that support revenue.

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.