

SAFI MEDIA™

We Helped 22 Women Entrepreneurs Grow Their Monthly Income by an average of 579% to...

$1,009,218
in 31 Days

Here's a case study overview of what we did to help them achieve these phenomenal results.

The Problem

Women are starting businesses faster than ever before. Between 2019 and 2023, the number of women-owned startups outpaced men-owned startups by 94.3%.[1] However, 88% of women-owned business generate less than $100K per year in revenue.[2] Simply put – women entrepreneurs want simple, effective strategies to make more money.

In our experience working directly with more than 650 women entrepreneurs we have observed that women entrepreneurs excel at marketing. Meanwhile, these same entrepreneurs have under-developed sales functions and processes. In short: too much marketing, not enough sales.

The Hypothesis

One of the most important roles inside a business scaling from $100K to $5M is a VP Sales. The VP Sales is responsible for ensuring the company meets its revenue targets. This is generally achieved through goal setting, daily accountability, and mentoring.

We ran a 31-day VP Sales Challenge™ inside our Jewel Business Accelerator for high growth women entrepreneurs to see what impact it would have to bring a strong focus to sales inside a group of women owned businesses.

[1] 2024 Wells Fargo Impact of Women-Owned Business Report
[2] Women Business Enterprise National Council

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About the Challenge

All 22 women entrepreneurs were members of the Jewel Business[1] Accelerator. They all ran service based businesses: boutique marketing agencies, executive[2] coaching, HR and leadership consulting, wellness advising, photography, real estate coaching and more. Prior to the challenge, their monthly revenues ranged from $10K to $40K per month. All received in-depth training in our sales and business development tools during the two months preceding the challenge.

During the challenge,
our team installed a simple VP sales function inside the 22 businesses:

Weekly
revenue reporting

Daily
15 minute sales standup meeting

Our team ran a 15 minute DAILY sales standup for the cohort to report daily activities. We also gathered weekly sales reports. The women did not engage in "over and above" marketing activities during this time period. Everything remained constant OTHER than the VP Sales Challenge. For the 22 women entrepreneurs, this was a level of accountability, transparency and reporting they had not experienced before in their businesses.

Results

By installing this ONE simple sales tool – Safi Media's VP Sales Challenge™ the 22 women achieved the following results:

01 They grew their collective monthly revenues by 213.75%, from a total of $321,662.83 in February 2024 to $1,009,218 in March 2024.

02 82% saw an increase in monthly sales during the challenge, while the remaining 18% generated sales pipeline which will be realized in future months, but not in time for the March 31 cut off.

03 Of the 82% of women entrepreneurs who did see monthly sales increase as a result of the VP Sales Challenge™, the average increase in monthly sales was 578.8%.

04 The highest growth entrepreneur grew her monthly revenues by 3060.79%.

Conclusion

Installing our simple daily and weekly VP Sales Challenge practice[1] generated phenomenal growth for this cohort of women entrepreneurs.[2]

For media & podcast interviews, collaboration opportunities or to learn how you can participate in our next VP Sales Challenge – or if you are a high growth woman entrepreneur and want to explore coaching with us, email eleanorceo@eleanorbeaton.com



ELEANOR BEATON

Coach. CEO. Host. Writer. Mom.

About

Eleanor is an award-winning journalist, business coach and entrepreneur. Her speciality? Empowering women entrepreneurs to sustainably scale past $1M.

She has coached over 650 women founders and has helped countless women create premium, scalable offers that have increased revenue, reclaimed time, and secured their financial fortresses.

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