

A HUMAN APPROACH TO SALES ENGAGEMENT.

Southwest Idaho

Firefly

2020

FIREFLY

Firefly

Holly Mitchell, Owner

Boise, ID

Started: 2019

growwithfirefly.com



“Having the SBDC and my consultant along side me in this journey has played a big part in our success.”

Holly Mitchell and Firefly was a referral from an existing client. She had been a successful outside sales rep in the pharmaceutical industry, was running a local Blind installation company and wanted to start her own sales consulting and training business. At the time she contacted the SBDC, she had two small, local contracts totaling approximately \$45K in revenue. In her second year she earned \$500K and is on track to double that again.

Consultants worked with Firefly to:

- Create a repeatable process on a virtual platform to deliver an effective program
- Articulate her value proposition and ideal client
- Develop her own sales and marketing process
- Stop doing everything herself and design her organizational chart so she could work on her business and use her skills wisely
- Hire 5 new employees and onboard them successfully
- Land and defend contracts with a broker in NYC and a contract with a Fortune 500 company.

Firefly plans to hire more consultants to deliver their product, streamline their offerings, add more clients and create a profit share and working dashboard to manage the business.



**ACCELERATING
BUSINESS SUCCESS**