



Wholesale

Driving long-term sales growth through specialized sales strategy

Company Overview

Wholesale is a review platform company based in Montreal, Quebec. They help leading brands collect, display, and share their customers' data and ratings & reviews across retail, marketplace, and direct-to-consumer channels.

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David Rapps
President & CEO

“Jonathan brought professionalism, discipline and accountability to our sales org. He understands and can pinpoint issues at both structural and individual levels, and prescribe not only high-level solutions, but the steps and timelines needed to expect meaningful change.”



22%

Decrease in sales cycle length



30%

Total revenue increase



www.lhsalesconsulting.com



Montreal, Quebec

CHALLENGES



As Wholesale scaled rapidly, its sales infrastructure lagged behind. The founder was stretched thin managing the sales team while juggling other priorities, and the lack of a formalized sales process made onboarding, accountability, and deal progression inconsistent. Wholesale needed structure, visibility, and a scalable system to unlock its next phase of growth.

SOLUTIONS



LH built a **repeatable partner** strategy, revived **dormant accounts**, and improved trade show lead handling with **stronger qualification**, follow-ups, and on-premise training—driving partner and demo growth.

**Indirect
Partner
Strategy**



As fractional **VP Sales**, LH supported the CEO and coached the sales team with **weekly 1:1s**, demo reviews, and upsell planning—bringing structure, alignment, and accountability.

**Strategic
Coaching**



LH overhauled the CRM for better **visibility** and reporting, and built a **tailored playbook** to streamline onboarding and improve sales **consistency**.

**CRM
Overhaul &
Playbook**



IMPACT



1

30% boost in partner sales

We helped Wholesale unlock expansion, stand out at trade shows, and grow its referral network—driving revenue, qualified leads, and an overall stronger market positioning.

2

30% reduction in onboarding & ramp time

With a clearer process, Wholesale shortened its sales cycle and improved demos, messaging, and outreach—leading to accelerated sales growth.

3

50% increase in HubSpot usage

An optimized CRM provided pipeline visibility, reducing admin time and strengthening coaching and performance management. Overall, this improved operational efficiency.