Customer Success Story:

Quirk's Media

Strengthening Sales to Sustain Global Growth

Company Overview

Quirk's Media is a family-owned media company and a longtime trusted source in the marketing research field. For over 40 years, Quirk's has published a leading industry magazine with more than 60,000 subscribers worldwide, hosted premier research events, and managed thriving online communities for insights professionals.

The Challenge

For many years, Quirk's relied on its respected print magazine for steady revenue. As customer demand shifted toward digital content and educational events, CEO Steve Quirk found himself stretched thin—trying to drive innovation and growth while also managing the sales team day to day.

"As a small business owner, I was managing sales and also trying to grow the business and I just found it was too difficult to be trying to do both," he explains.

Without a dedicated sales leader, it was hard to:

- Keep the team aligned on new offerings like events and digital media
- Maintain focus on both legacy print and emerging revenue streams
- Build the structure needed to support long-term, global growth

Quirk's needed sales leadership that could match its energy and entrepreneurial culture, while freeing executive time to focus on strategy, new products, and expansion.

The Approach

Quirk's brought in Sales Manager Now as a fractional sales leadership partner, handing over day-to-day sales management while keeping strategic oversight in-house.

Sales Manager Now tailored its work to fit Quirk's culture and business model. Key actions included:

- Steering weekly sales meetings to maintain focus, momentum, and shared priorities
- Supporting a consistent sales process across both legacy offerings (print) and newer lines (events and digital media)
- Sustaining accountability and engagement across a growing, geographically dispersed team
- Holding monthly one-on-ones, annual strategic planning sessions, and goal-setting to keep sales activity tied to long-term growth
- Providing performance reviews, skills development (including book studies), and board-level sales reporting so leadership had clear visibility into results

By taking responsibility for the sales engine, Sales Manager Now gave Steve and his leadership team the space to innovate and scale the business.

The Impact

With a dedicated fractional sales leader in place, Quirk's navigated a major industry shift and came out stronger: The company successfully moved from a traditional print-centric publisher to a recognized leader in research events and digital media.

Over the span of 12 years, Quirk's realized a 375% revenue increase—an average annual growth rate of about 31%. Leadership was able to focus on strategic initiatives, new products, and global expansion while the sales team remained resilient and effective.

Steve sums it up simply:

> "Hiring Sales Manager Now has been one of the best things I've done. **It has given me the ability to focus on growing the business and having part-time sales management has just been a game changer for us.** We've been able to scale our business, and I've never felt like they were not part of the team."
>
> • Steve Quirk, CEO

Quirk's Media gained the sales structure and leadership it needed to keep pace with a rapidly changing market—without losing the entrepreneurial spirit that made the brand successful in the first place.

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