

CONTINUAL DEVELOPMENT OF SALES PIPELINE WHILST MAINTAINING CURRENT BUSINESS

Moorhouse
Anything together

MOORHOUSE ARE A PROGRAMME LEADERSHIP CONSULTANCY WHO HELP ORGANISATIONS IN DELIVERING COMPLEX PROGRAMMES. MOST RECENTLY THEY WERE AWARDED THE 2008 PROJECT MANAGEMENT COMPANY OF THE YEAR BY THE APM.

WHAT DID THE CLIENT WANT TO ACHIEVE?

Moorhouse wanted to develop a standardised sales process to enable anyone joining the firm to promote Moorhouse with confidence and allow business developers to lead sales calls and meetings using prepared materials and a proven approach. This would also assist them to continually develop their sales pipeline in parallel with maintaining current business.

WHAT ISSUES WERE THEY FACING?

One of the biggest challenges for any growing professional consulting practice is to keep focused on adding to the sales pipeline and managing the process. It is all too easy to become engrossed in current client projects that the all important continued relationship management model can be ignored.

With all of the Moorhouse top team coming from the "big firms", all have been trained in different sales methodologies. This results in junior members lacking consistent guidance and support material on which to fall back on

THE RESULTS

Over a relatively short period of time Moorhouse were able to develop three key building blocks to support the sales activity:

- Their own sales methodology which now provides a common approach for use by all grades.
- A simple but effective Moorhouse Consulting account management document which encourages the growth of key business development activities.
- Adoption of a positive sales attitude and mindset amongst the team members, leading to increased confidence in an area that many consultants instinctively shy away from.
- Many new projects have been won across all their major accounts.

SBR'S APPROACH

Moorhouse chose SBR Consulting as they believed that we had a similar culture to them and would be able to help facilitate a common language and methodology that was practical and comfortable to use.

After facilitation workshops led by SBR Consulting with all senior members, a Moorhouse sales methodology 'end to end' process was created. Training programmes are now run by SBR Consulting for all employees and associates each year to ensure the common language and sales processes flow through the firm.

SBR Consulting are retained as Moorhouse Consulting's sales coaching partner, helping specific individuals develop key parts of the sales cycle.



“ The efficiency in converting effort into results, following SBR Consulting's training, is much greater.

Dom Moorhouse
Director of Moorhouse