

Improving the consistency of a sales approach across a geographically dispersed team



SBR Consulting supported the development of up and coming people within the business towards being effective in a BD context.

Alpha were originally based in the UK and had very small offices in Paris and Luxembourg. Now Alpha have over 350 people in the organisation.



“ We wanted to force ourselves to do things that we may otherwise have avoided. SBR provided us with reliable methods and frameworks to approach a certain type of conversation with.

It's simple and implementable. Challenging, in a good way, and repeatable.

Stuart McNulty
Chief Executive Officer of Alpha FMC

WHAT DID THE CLIENT WANT TO ACHIEVE?

In 2010, Alpha only had 100 employees and wanted senior management training.

WHAT ISSUES WERE THEY FACING?

Culture is hugely important to Alpha. One of the challenges for any growing business is making sure they have a shared vision.

THE RESULTS

Originally, only new directors that came into the company had SBR's training. As it was so valuable, newer people, established salespeople, the junior team or anyone interested in BD now benefit from the training.

Alpha treats the sales habits taught from SBR as being the kernel of their behaviour, which they implement as a specific focus of consultancy.

The thing that still sticks today is how to pick up the phone and have a conversation with someone who may not be wanting to have a conversation, or to meet. SBR provide telephone scripts and a model on the flow of questioning to drive the calls.

SBR'S APPROACH

SBR saw what Alpha do as an asset management consultancy as being different from other consultancy firms. They wanted Alpha to get a shared view of what a good sales process looked like.