

SALES EFFECTIVENESS FOR BUSINESS DEVELOPMENT AND CONSULTANTS



Gemserv has more than doubled in turnover to over £20 million per annum with a diversified portfolio of clients, contracts and services.

SBR Consulting engaged with Gemserv on 4 different projects working with business development sales and consultants in the organisation to develop their confidence and capability at different parts of their sales process from opportunity generation through to opportunity conversion and onto account development. SBR trained a variety of staff from across the business, including new team members, on sales pipeline, critical success factors and high performance sales enhancing tactics. The account managers were trained on softer selling tactics that they can apply to the field.



“I’ve worked with SBR for eight years, at my previous company and at Gemserv. I like the SBR approach where sales trainers are practising what they preach in terms of generating sales for SBR, allowing them to speak with authority on the subject. The mix of theory and practical experience makes the sessions compelling and, most importantly, latterly embedded in working practices.”

Alex Goody *Chief Executive of
Gemserv Limited*

WHAT DID THE CLIENT WANT TO ACHIEVE?

Gemserv are fast growing and successful but recognise that any sustainable business must be built on a proactive approach to acquiring, retaining and developing customers. Helping the team to feel comfortable and confident in their approach to winning business helps the overall business to grow. Gemserv wanted to invest in developing their account managers to winning new business and develop current accounts.

WHAT ISSUES WERE THEY FACING?

The issues varied across the different teams but at the heart of each was the need for a clear structure and methodology to support sales effectiveness. The client wanted to turn their sales into a process and change the negative perception across the business of ‘selling’.

THE RESULTS

SBR added clear focus to the sales teams and allowed them to embed their new knowledge into the on-boarding and growth of the company. Now the business is winning work more frequently and selling is part of their day to day role. The practical training received formed effective habits within the business which resulted in a more successful outcome. The account managers are now going into BD meetings with new skills and a sales methodology that makes them feel more prepared to win business.

SBR'S APPROACH

SBR ran multiple programmes based on laying down a structured methodology for client engagement throughout the sales pipeline.