

CREATING COMPANY-WIDE SALES TERMS AND STAGES OF THE SALES PROCESS



AYMING UK HAD A LACK OF CERTAINTY OVER SOME OF THE SALES TERMS AND STAGES OF THE SALES PROCESS AND WANTED TO STANDARDISE THE SALES TERMS AND STAGES OF THE SALES PROCESS.



“ We became more of a team as we all had a common goal and common direction.”

Patrick Totty
Head of UK Sales of Ayming UK

THE RESULTS

SBR's training made it clear that Ayming can measure things if they have metrics in place. The average deal size increased over the last 3 years since starting work with SBR. From what was £22,000 per annum it increased to just over £40,000 per annum. Ayming also achieved a particularly high close ratio. As a team they closed around 40% of their deals.

It's not just sales that have benefited. Ayming was impressed with the level of upskilling within the sales team. SBR run a series of internal training workshops taking the SBR content and relayed it to the other individuals in the wider team. These have been so successful that Ayming have asked SBR to come and train other non-sales departments as well.

SBR'S APPROACH

SBR standardised Ayming's sales terms and stages of the sales process. Ayming now have a common dictionary to work from. They also now have a charter that they all signed up to about their code of conduct, ethics, behaviours to become more cohesive.

SBR instilled much better habits within the team. Ayming are now much more forward thinking about their diary management and their planning. They do 'buddy calling' sessions just as SBR taught them to do. They're getting more senior people involved in the conversations and having the right content brought to their meetings.