

BUILDING AN ENTIRE SALES INFRASTRUCTURE

WHAT DID THE CLIENT WANT TO ACHIEVE?

KH Consulting wanted to get a real understanding of their self-employed sales force, direct sales force and internal sales force as they just didn't have the bandwidth.



“Initially they came into the business not to train the salespeople, but to work with the leadership team. We wanted a whole cultural change. Bringing in the sales methodology, the habits, the situational leadership and all of the other leadership tools helps the leadership team develop a culture. It's turned into a real sales culture throughout the business.”

Kevin Hayler
KH Consulting

WHAT ISSUES WERE THEY FACING?

They needed someone to come in and work with their teams to help build their sales process.

THE RESULTS

In 2008 KH Consulting had around 1000 customers. Through the work that SBR did, they built an entire sales process and sales infrastructure which led to 21,000 customers.

SBR'S APPROACH

SBR came into the business for 2-3 days and did a real deep dive into who KH Consulting are and how they work. It wasn't just the team in the office who they listened to, observe and fact found - SBR went out into the field and shadowed their salespeople to get a good understanding of their self-employed, direct and internal sales force. They wanted to understand where the strengths were, where the weaknesses were, and to help KH Consulting develop their own sales process.