

CREATING A SALES CULTURE WITHIN A TECHNICAL ENVIRONMENT



WHAT DID THE CLIENT WANT TO ACHIEVE?

Olivehorse believed that in order for their organisation to survive they had to build a sales relationship with their clients.

WHAT ISSUES WERE THEY FACING?

When Olivehorse started they were all management consultants and technical in nature. They didn't understand sales.

THE RESULTS

Since Olivehorse's engagement with SBR, they have become much more confident in their ability to convey their message to their customers. Within the 3 years they have been working together they have experienced double digit growth.

SBR'S APPROACH

SBR is very workshop based. We wanted Olivehorse's team to work together to figure out how they performed. Culturally they are now much more sales led.

SBR believed that Olivehorse's team needed to work together in each of these workshops so that they could understand how each of them performed. SBR introduced affirmations to the team, understood the levels of learning and what it took to build sales habits. What Olivehorse realised is it wasn't an external practice; it was much more of an internal practice.



“ SBR turned the sales approach into a pleasant experience. Previously we found it scary but not I get up every day and enjoy going out to help clients choose us.”

Fred Akuffo

**Managing Director of
Olivehorse**