

INFLUENCING BUSINESS DEVELOPMENT IN A TECHNICAL ENVIRONMENT



WHAT DID THE CLIENT WANT TO ACHIEVE?

Quick Release were looking to improve their sales capability as part of a programme for the next generation of leaders they call the 'Leadership track'. It was important for them to get external trainers who make the training real, practical and tangible for the people who are doing the learning.



“ All of SBR’s sales consultants are engaging. Their stories are so real, they make it sound & feel practical, pragmatic and make you believe that you can do these things. It’s a real positive experience.”

Adam Blomerley
CEO of Quick Release

THE RESULTS

Quick Release has grown by 50-60% in the 2 years that they have been working with SBR. That is due to a bigger population of the company being directly involved in business development. Now 40-50 people in the business are directly engaged with BD allowing them to grow the business.

SBR’S APPROACH

There are elements of SBR’s models and language that have now become part of Quick Release’s DNA, such as their system of ‘Hear & Report back’, which is the mechanism by which their consultants feed the business development team which came from SBR’s Sales Continuum. It’s based off the idea that hope is not a strategy and at the very least, everyone in the organisation should be listening to what’s going on around them and feeding that back to the BD team.

SBR made it clear that sales is not a black art - it’s all about building the habits. It’s a science and a process, something that technical people can do with the right training. SBR wanted to switch the light bulbs on for Quick Release.