

DEVELOPING A SALES MINDSET IN A PROFESSIONAL SERVICES FIRM



“We’re here to help our existing customers and to network with potential prospects, but the only way we do that is by putting ourselves in an uncomfortable situation, learning new things and making it stick.

“SBR understand us, are transformative, and a partner.”

Zane Gambasin
CEO of 101 Ways

WHAT ISSUES WERE THEY FACING?

101 Ways needed to improve their sales capability because they didn't consider themselves to have any salespeople in their organisation. Their mindset to customers was to say they're not salespeople and that they are just good at what they do and want to help.

In their previous year they only had 3 new customers. They thought that if they do a great job, people will come to them. 101 Ways needed to be able to tell people their stories and develop more of a sales mindset.

THE RESULTS

101 Ways bought in 12 new customers, compared to 3 the year before which is a **400% increase in customers**. They now don't have a dependence on one single customer.

SBR'S APPROACH

SBR Consulting took the time to understand 101 Ways, get to know what their ethos is and what their culture was instead of jumping to conclusions. SBR asked the right questions so that they could understand what 101 Ways' problems were so that they can apply the right tool for the job.

SBR found that 101 Ways were pretty good at some of the basic processes and systems but lacked Sales Motivation. They didn't want to be seen as stereotypical salespeople.

SBR gave 101 Ways a common language. When it comes to pipeline, opportunities and being qualified, everyone in organisation says the same thing. Sales Motivation is now embedded.