

## DEVELOPING SALES EFFECTIVENESS & A COMMON SALES LANGUAGE TO DRIVE COMPANY REVENUE



**Catapult CX is a UK DevOps and Agile consultancy, with practitioners that deliver digital transformation through software engineering.**



“ We weren’t landing opportunities properly. Now, as an organisation, our culture has changed. We understand sales, know how to do it and we’re not nervous about doing it.

*SBR are fun, bring lots of energy, and are supportive of our aims and objectives.”*

**Louise Cermak**

**Principal Consultant (Agile and DevOps) of Catapult CX**

### WHAT DID THE CLIENT WANT TO ACHIEVE?

Catapult were looking for a partner who had credibility. They knew several organisations who had previously worked with SBR so were able to find out how they could benefit. It gave Catapult the confidence and trust they needed before engaging.

### WHAT ISSUES WERE THEY FACING?

Catapult’s business was driven by word of mouth and were suffering from peaks and troughs in their bottom line. They wanted to have consistency in their sales and revenue. Catapult were struggling with their consultants explaining things in different ways and had mixed messaging.

### THE RESULTS

SBR gave confidence to the Catapult team so they can now work with their clients more effectively and can see opportunities. They’re able to identify them and bring them to close. The habits-based training approach created some discipline in the team. They now know what good looks like and can support and coach each other and get better together. Having that discipline in the team and collaborating has become extremely beneficial for Catapult, particularly in their line of work which is all about knowledge sharing.

### SBR’S APPROACH

In order to help drive clarity into Catapult’s messaging, SBR conducted workshops and facilitated interviews and spoke to Catapults customers on their behalf. Catapult were very pleased with the approach and the material is used in every pitch.