

HOW TO COMBINE SALES AND DELIVERY TEAMS MORE EFFECTIVELY



Orbit wanted to improve their collaboration and efficiency between their sales and delivery teams. The main goal was to include the Senior Technical Consultants in the sales endeavors and help them understand that they are an integral part of the company's sales process.



“ Thanks to the initial diagnostic ‘Consult’ phase, SBR was able to produce a bespoke programme that was adopted by our challenging audience.”

We saw progress in many areas, from improving our team's internal dialogue to actually closing business. This created value and resulted in company growth.”

Tomas Mesteller
Chief Commercial Officer of Orbit

WHAT ISSUES WERE THEY FACING?

The sales and delivery teams were 2 isolated islands. One didn't know or want to know how the other operated.

THE RESULTS

Since working with SBR, Orbit has established a platform where the sales and delivery teams found understanding for each other. They now recognise that each of them have an irreplaceable role in client interaction. The Technical Consultants started to find out that sales isn't a dirty word or unnatural for them. They learnt how to ask more of the right questions, how to listen, how to keep quiet until they truly understand their clients' needs, and help the client understand their own situation.

SBR'S APPROACH

From the very beginning, SBR put together a bespoke, long-term, habit-changing programme. SBR knew that in order to change the team's behaviour they must not run a one- or two-day engagement. SBR spent a significant amount of time in the Consult phase, understanding the specifics of the client's situation, in order to ensure the adoption of the change programme amongst a very intelligent and critical audience. Every theoretical concept was followed by an internal and practical example. Instead of covering a lot of ground SBR focused on the pivotal areas with the largest ROI.