

HELPING BOOST SALES ACTIVITY TO INCREASE THE AMOUNT OF SALES OPPORTUNITIES

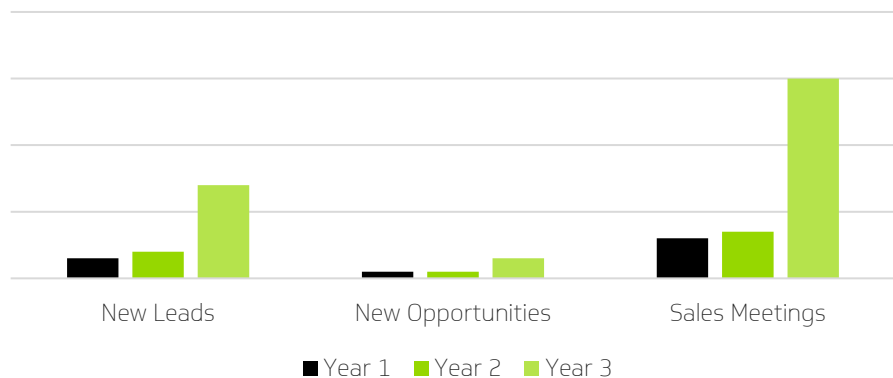


Within 3 years of working with SBR, Opal Wave have over tripled their sales opportunities. SBR developed strategic selling relationships with SAP.

Opal Wave provide SAP BPC Enterprise Performance Management, SAP HANA, Managed Cloud & Infrastructure solutions.

THE RESULTS

Comparison of Leads, Opportunities & Meetings before & after training with SBR



“ The evolution of Opal Wave capability is progressing. Development of inbound demand generation, marketing automation and sales team recruitment is all off the back of our work with SBR.

I regularly attend the complimentary networking workshops that SBR hold to refresh my sales training.

Simon Bell
Sales & Marketing Director of Opal Wave

WHAT ISSUES WERE THEY FACING?

Each year Opal Wave’s leads, opportunities & meetings were only slightly improving, and not to Opal Wave’s expectation. They needed to change the way their sales people thought and the current internal processes.

SBR’S APPROACH

SBR came into Opal Wave and conducted a sales capability development programme, looking for where the strengths and weaknesses lie.

SBR developed a well-defined sales process, managed through the Opal Wave’s CRM. They developed a sales playbook for all members of the sales team and new starters to help decrease ramp time. Internal sales and account development training was conducted and formalised account management was restructured.

Simon Bell was appointed as the new Sales & Marketing Director during the time SBR worked with Opal Wave.