

ENHANCING BUSINESS DEVELOPMENT CAPABILITY TO ACHIEVE GROWTH GOALS ABOVE PREVIOUS YEARS RESULTS



Helping a well-positioned and trusted UK brand to create consistency in sales behaviour and forecasting to maximise capacity and effectiveness of their Sole Proprietors (SPs).

Banner Plant is a long established plant hire company offering a wide range of products and services for hire and sale. With broad spectrum of hire items available and continuous investments to refresh the hire fleet, transport and service facilities, varied customers in construction, commerce and industry, benefit from being Banner Plant's clients.



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The alignment with SBR helped create a Sales Guide, which was embedded by delivering coaching sessions to sales individuals and a High-Performance Sales Habits training tailored to Banner Plant's needs.

Emma Wilkinson
Sales & Commercial Director

WHAT DID THE CLIENT WANT TO ACHIEVE?

In order to support the growth objectives of the business, Banner Plant was interested in increasing the quality of sales interactions within the sales team as well as improving the predictability and forecasting of sales. Overall goal was to drive an increase in new opportunities through excellent business development skills.

WHAT ISSUES WERE THEY FACING?

Banner Plant had an established quality reputation based on providing modern, technically acceptable, and competitive products, and based on 65 years of trading. However, in an increasingly competitive environment, Banner Plant needed to develop and level up sales behaviours across the team, giving experienced team members and new recruits a consistent sales methodology to apply.

SBR'S APPROACH

SBR reviewed current sales process documentation, conducted an interview with their sales leader, shadowed and observed 2 out of 6 sales individuals on the Banner Plant sales team 'in the field'. SBR then held a feedback session with the sales leader to present and review the findings. The alignment and insight above ultimately helped to, via series of workshops, co-create a Banner Plant **Sales Guide**, which was embedded by delivering **coaching sessions** to sales individuals and a **High-Performance Sales Habits** training tailored to Banner Plant's needs.