

ESTABLISHING A GROWTH CULTURE BY SHIFTING A MINDSET OF TECHNICAL EXPERTS AND CONSULTANTS IN THE UK



Developing confidence and capability of the key people in the business to drive growth and revenue. Setting up growth targets and processes to ensure future revenue-producing activity of the senior sales team.

Water Research Centre (WRC) are providers of consultancy, technical services, accreditation schemes, research, innovation and training to customers in the water, waste and environment sectors around the globe.



“ WRC was keen to develop the confidence and capability of a key cohort of their people to proactively contribute to the process of uncovering and developing sales opportunities from within their account base and target accounts.

The results from SBR lead to a significant increase in pro-active sales activity across the duration of the program, leading on to a more robust pipeline.

Mark Smith

**Strategic Business
Development Director of
WRC**

THE RESULTS

A significant increase in pro-active sales activity across the duration of the program, leading on to a more robust pipeline:

- 36% increase in pipeline volume (96 opps to 131 opps)
- 43% increase in pipeline value (£1,572,143 to £2,255,713)

WHAT DID THE CLIENT WANT TO ACHIEVE?

WRC was keen to develop the confidence and capability of a key cohort of their people to proactively contribute to the process of uncovering and developing sales opportunities from within their account base and target accounts.

WHAT ISSUES WERE THEY FACING?

WRC had a strong innovative culture, which wasn't focused on commercial growth, for instance they were entirely missing growth targets. The sales culture was very reactive based on their historical position as industry experts who didn't need to "chase business".

SBR'S APPROACH

SBR worked with their senior consulting team to reposition their mindset regarding sales and to help them develop a professional consultative sales capability.