



TECHNOLOGY & DIGITAL TRANSFORMATION CONSULTANCY

400% increase in customers after developing a sales mindset in a PS firm

ABOUT 101 WAYS:

101 Ways help technology leaders solve challenging problems and build great digital products.

COMPANY SIZE:

51-200 employees

INDUSTRY:

IT Services and IT Consulting

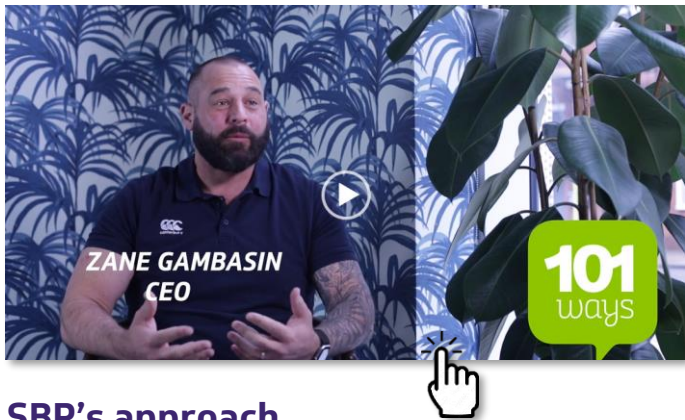
SBR SERVICES:

Sales enablement, revenue growth strategy, sales training

What issues were 101 Ways facing?

101 Ways needed to improve their sales capability because they didn't consider themselves to have any salespeople in their organisation. Their mindset to customers was to say they're not salespeople and that they are just good at what they do and want to help.

In their previous year they only had 3 new customers. They thought that if they do a great job, people will come to them. 101 Ways needed to be able to tell people their stories and develop more of a sales mindset.



SBR's approach

SBR took the time to understand 101 Ways, get to know what their ethos is and what their culture was instead of jumping to conclusions. SBR asked the right questions so that they could understand what 101 Ways' problems were so that they can apply the right tool for the job.

SBR found that 101 Ways were pretty good at the basic processes and systems but didn't want to be seen as stereotypical salespeople. SBR gave 101 Ways a common language. When it comes to pipeline, opportunities and being qualified, everyone in organisation now says the same thing.

400% increase
in customers

101 Ways bought in 12 new customers, compared to 3 the year before which is a 400% increase in customers. They now don't have a dependence on one single customer.



"We're here to help our existing customers and to network with potential prospects, but the only way we do that is by putting ourselves in an uncomfortable situation, learning new things and making it stick.

"SBR understand us, are transformative, and a partner."

Zane Gambasin
CEO