



ayming

R&D, INNOVATION, TAX, FINANCE & PEOPLE CONSULTANCY

Developing a sales process resulting in improved deal size & close ratio

ABOUT AYMING:

Ayming are business performance experts who combine highly specialised knowledge, across a range of fields, with hands-on collaboration, to enable our clients and their people to go further.

COMPANY SIZE:

1,001-5,000 employees

INDUSTRY:

Business consulting and services

SBR SERVICES:

Sales enablement, sales training, sales leadership

Client Issue

Ayming had a lack of certainty and wanted to standardise their stages of a sales process.

The Return On Investment

SBR put the right metrics in place. The average deal size increased since working with SBR, from £22,000 to just over £40,000 per annum – an 82% increase.

Ayming also achieved a high close ratio. As a team they closed around 40% of their deals.

Ayming was impressed with the level of upskilling within the sales team. It wasn't just the sales teams who benefitted – SBR ran a series of internal training workshops taking the SBR content and relayed it to the other individuals in the wider team. These have been so successful that Ayming have asked SBR to come and train other non-sales departments as well.

82% increase

Average deal size

40% close ratio

Since working with SBR



Patrick Totty
Head of UK Sales



“We became more of a team as we all had a common goal and common direction.”

Patrick Totty
Head of UK Sales

SBR's strategy to execution

SBR standardised Ayming's sales terms and stages of the sales process. Ayming now have a common dictionary to work from. They also now have a charter that they all signed up to about their code of conduct, ethics, behaviours to become more cohesive. SBR instilled much better habits within the team. Ayming are now much more forward thinking about their diary management and their planning. They do 'buddy calling' sessions just as SBR taught them to do. They're getting more senior people involved in the conversations and having the right content brought to their meetings.