

8 times the return on investment after 6 months

ABOUT CARMA:

CARMA provides advanced media intelligence services, combining real-time data insights with expert PR measurement consulting, to help organisations navigate the media landscape and demonstrate their communications success.

COMPANY SIZE:

501-1,000 employees

INDUSTRY:

Technology, information and media

SBR SERVICES:

Sales transformation, sales performance, sales playbooks & sales guides

Sales playbook & sales guide: Unifying CARMA's global best practice to one shared sales language

SBR partnered with CARMA to create an international sales playbook and sales guide, addressing the need for standardised practices across diverse teams and services.

The goal was to enhance the sales strategy and bring together the practice of a global sales teams and services, aligning to the business objectives.

The issues CARMA were experiencing

CARMA wanted to create one unified sales language across the business. They had a lot of the frameworks built in-house however nothing was succinct across the business. SBR consulted with CARMA to devise an international sales playbook and sales guide to standardise and streamline the sales process. This in-tern allowed the leadership the capabilities to effectively benchmark sales performance.

CARMA encountered difficulties with disparate sales processes. SBR also uncovered inconsistent reporting in their CRM. Best practice was not shared amongst the regions, and skill and training gaps were also uncovered in the initial consultation.

SBR's strategy to execution

SBR conducted in-depth consultations and workshops, analysing existing processes, identifying gaps, and crafted a tailored solution.

With strategic guidance and training, SBR ensured integration of the playbook and guide into CARMA's operations in less than six months after the initial consultation.

The results

SBR's sales playbook and guide brought the CARMA sales operations and leadership oversight together.

It addressed the skill gaps and resulted in a company shift towards a data-driven, customer-centric sales engine.

+52%

Average contract value increase by 52%.

66%

Average time to close a deal decreased by 66%.

+35%

Average pipeline per team member increased by 35%.

+21%

Average opportunity count by team member increased by 21%.

+87%

Average monthly revenue won increased by 87%.

45%

The average number of days new employees took to **close their first deal** decreased by 45%.

x8

An 8 times return on investment in 6 months, calculated based on total revenue uplift during the engagement.