

# Moving away from founder-led sales to company-wide sales capability

**ABOUT CIL MANAGEMENT CONSULTANTS:**  
CIL provides strategy consulting and due diligence support to management teams and investors.

**COMPANY SIZE:**  
51-200 employees

**INDUSTRY:**  
Business consulting and services

**SBR SERVICES:**  
Sales performance, revenue growth strategy, sales leadership, sales training

80%

of business now coming through the sales team rather than the founders.

## Client issue

CILs challenge was that they realised a lot of the senior salespeople had learned their sales skills in other organisations. If they were going to spread sales, client development, activity and capability through the company, they needed to introduce a proper basis for training.

## The return on investment

When CIL started working with SBR, 80% of their sales were coming through the four older partners. 5 Years later, 80% of their sales were coming through people that were not in that original 80%.



## SBR's strategy to execution

SBR found the best way to help is to train the senior salespeople, take them back to driving school and get rid of some of their bad habits and replace them with good ones, relevant to CILs business and clients. When they started exhibiting those good habits, SBR trained the next tier down.

SBR came and sat with CIL as they were pitching to clients, having client meetings, observing and creating a diagnostic. SBR questioned CIL about whether training was what they were looking for.



“The single biggest difference in using the SBR approach to sales, is about how you listen to clients and really tailor what you are doing for them according to what their needs are. You learn how to quiz clients in the right way. I think that’s been the single most important habit that has gone right through CIL.”

**Sebastian Chambers**  
Managing Director