

## Increase in repeat business, onboarding speed to competency, and improving both win rates and forecast accuracy.

### ABOUT DRAX EXECUTIVE:

Drax Executive specialises in leadership evaluation and executive change for 'mid' to 'large-cap' high-growth companies. They engage with both investors and directly with leadership teams to provide ideas for how the leadership team can be optimised to maximise their probability of success before and after the deal.

### COMPANY SIZE:

51-200 employees

### INDUSTRY:

Executive search services

### SBR SERVICES:

Sales transformation, sales playbooks & sales guides, account management

Increase in repeat business

Improving win rates and forecast accuracy

Increased speed to competency

Enhancing user adoption & sales management

### What did Drax Executive want to achieve?

Drax wanted to capitalise on recent acquisitions and systematise multiple geographies to **create a standard approach to market making**. The aim was to create a standard operating procedure to executive search through documenting a **bespoke sales process**, crafting a sales methodology that all sales professionals could use with their clients and then train the sales teams to **elevate performance and growth**. Within a bound-market it was integral that we focused a key account strategy to gain market share in key verticals set out by the business.

### The outcomes

- ✓ Re-launched an Account Management programme which saw **an increase in repeat business**.
- ✓ structured pipeline review cadence **improving both win rates and forecast accuracy**.
- ✓ Improved new starter onboarding with **increased speed to competency** - aligned across delivery & sales.
- ✓ Embedded new sales stages in CRM **enhancing user adoption & sales management**.

### SBR's approach

SBR's authentic approach to consulting learnt more about their organisation and the nuances that the business had. SBR were not on the periphery of the firm but involved in building a sales culture through activities that added value from the beginning. SBR facilitated workshops, and supported Drax develop a world-class Sales Playbook, Sales Process and Key Account Strategy amongst other things. SBR used their experience as sales practitioners and leveraged other market insights to add value.



“SBR’s authentic approach to consulting learned more about our organisation and the nuances that the business had. They built a sales culture through activities that added value from day 1. What I particularly liked about them was their approach to using their experiences as sales practitioners and their ability to leverage other market insights to add value to our business. The engagement has lasted over 18 months and we continue to find ways to improve our business and work with SBR Consulting to do so.”

**Darren Shuter**

Director of Performance