



INSURANCE, EMPLOYEE BENEFITS, BROKING & RISK CONSULTANCY

Becoming Howden's trusted advisor through driving sales performance

ABOUT HOWDEN:

Howden is a specialist insurance broker. They combine the strength of a global broker with the personal touch of a group with employee ownership at its heart.

COMPANY SIZE:

10,001+ employees

INDUSTRY:

Insurance

SBR SERVICES:

Sales enablement, sales performance, sales competency assessments

What did Howden want to achieve?

Howden's ambition was to evolve their client facing Consulting team from technically competent product specialists to market leading Employee Benefit and Wellbeing Consultants, for their clients.

The results

Record financial year

Highest ever new business performance

Highest ever client retention performance

After working with SBR Consulting, Howden had a record financial year with their highest ever New Business and Client Retention performance.

Howden have evolved from a business that was reliant on 1 or 2 individuals to achieve their targets, to everyone understanding the role they play, and buying into the need for sales and how to achieve this.

They saw an opportunity to drive higher sales performance when giving their team the skills and environment to grow and develop their position, both internally and with their clients, becoming the client's Trusted Advisor.

SBR's approach

The initial programme developed into a need to address some other aspects of job roles, consultant competencies and team structures. All supported by the SBR team. Senior Management were engaged and embraced the process which reflected the capabilities and credibility of the people within SBR.



"The SBR difference against what is available elsewhere in the market has been a real understanding of our business and the sales opportunities that exist with our clients. We wanted significant credibility when training our team (a key challenge we saw and important to consider given the experience and attitudes within some of the team) and the ability to take a forensic look at all aspects of management, reward and process that may affect sales performance."

Cheryl Brennan

Director of Corporate Consulting