

instantprint.

ONLINE PRINTING SERVICES

Creating a buying atmosphere to nurture and grow your account base

ABOUT INSTANTPRINT:
Instantprint are part of the Bluetree Group, the UK's largest online printing services.

COMPANY SIZE:
201-500 employees

INDUSTRY:
Printing services

SBR SERVICES:
Sales performance, sales training, sales coaching

Instantprint are part of the Bluetree Group and didn't have a sales team. After working with SBR they became the fastest growing brand with an average sales uplift Y.O.Y. of 93%.

93% uplift

average sales uplift Y.O.Y.

What issues were Instantprint facing?

Instantprint were a new brand within an already successful company. They didn't have any sales teams, so was very new to them. They were looking for someone with experience and a company who could add value to the areas that they needed support in.

SBR's approach

Instantprint work completely different to standard sales teams in that they have a very relaxed approach to sales. SBR trained their newly established sales teams and helped them create more of a buying atmosphere rather than a selling atmosphere with customers.

The results

As a brand, Instantprint continued to grow and currently sit as a sales team of around 25 individuals versus the 6 when then first started speaking to SBR. Instantprint are now the fastest growing brand within an already very successful company. They have an average uplift year on year of around 93% and sales continue to grow. They are continually breaking records and getting more from existing clients whilst adding a very high number of new customers each week.



“ The approach that SBR took with Instantprint was fantastic. It was all very easy, and we quickly built a great working relationship with several people from SBR. Everyone is so easy to get hold of when needed and the value that's been added for us has been brilliant! It's really worked for us as the approach that SBR took was exactly what we were looking for as a company: trustworthy, dedicated and experienced within this field.

The benefits are there for all to see. SBR do exactly as you promise and deliver great training to make sales teams feel more confident when speaking to potential clients / existing clients daily.”

Craig Quinn

Sales Manager (Direct Sales)