

Reverse engineer a declining sales team into a high-performance growth machine

ABOUT INTERACTIVE PRO:

Interactive Pro is an award-winning e-learning software provider who provide education & qualifications, collaborating with some of the world's leading institutions.

COMPANY SIZE:

51-200 employees

INDUSTRY:

E-learning providers

SBR SERVICES:

Sales enablement, sales performance, sales training, sales coaching

What issues were Interactive Pro facing?

The need to engage with an external partner was driven by a challenging target of double their revenue. Also, the market challenges showed an uplift in competition and suppliers' brand & PR issues. This was naturally having an impact on the sales team and even though the team were very experienced, some of the inevitable bad habits were creeping in.

SBR's approach

The only way to make long-term transformation was to have a true understanding of the current client situations. The consult phase was designed to understand the bad habits from the sales team and to understand the company processes. That enabled SBR to develop a bespoke programme of success. After the consultation with the senior management, SBR developed a programme focusing on sales skills as well as having a core emphasis on a productive sales mentality, and self-management.

The results

As a result of the programme, Interactive Pro saw increased productivity in the sales team. SBR managed to turn the sales team's approach to selling to be much more productive and positive. Interactive Pro found increased activity levels with the call time increasing to almost two hours per day. The work ethic improved in general as there was a lot more trust in the management's decisions, rather than the previous battles against unproductive rationalisations!



"We chose SBR Consulting because of their professional approach and tailor-made development programme that gets results!"

Bojan Manevski
Head of Sales