



GLOBAL ASSET MANAGEMENT

€1bn ahead of goal after global revenue acceleration programme

ABOUT ICG:

Intermediate Capital Group (ICG) are one of the largest independent mezzanine providers in the world with investment portfolios globally.

COMPANY SIZE:

501-1,000 employees

INDUSTRY:

Financial services

SBR SERVICES:

Sales enablement, sales transformation, sales performance, revenue growth strategy, sales training, sales competency assessments, sales coaching

They structure and provide mezzanine finance, leveraged credit and minority equity, managing €12.5 billion of assets from third party investors on their balance sheet.

What issues were ICG facing?

The need to engage with SBR Consulting was driven by ICG's global investment acquisition team having only achieved 25% of their European fund at the midway point of closing the fund. Analysis of their pipeline suggested that they could expect to close the fund at 50% of their goal.

The results

The fund closed at €1bn ahead of the re-forecasted amount. The results were deemed so impactful that the programmes are now being rolled out across all asset classes as a three-tiered training development plan.

SBR's approach

SBR Consulting believe that the only way to make the right long-term changes in a business is to have a true understanding of our clients' current situations. SBR's research was designed to understand the culture of the business, the acquisition team and the company processes to enable us to develop a bespoke programme for success. The research highlighted a lack of a systematic approach to client acquisition, inaccurate pipeline management and a poor incentive structure. SBR Consulting developed a consultative sales methodology which they implemented over a six-month period through workshops and coaching sessions. SBR implemented activity metrics and worked with senior management to restructure the compensation scheme to incentivise the team to hit new targets.