

Continual development of sales pipeline whilst maintaining current business

ABOUT MOORHOUSE:

Moorhouse are consulting firm focused on delivering change. They work closely with client's long-term goals and turn their strategy into action, establishing a culture of change.

COMPANY SIZE:

201-500 employees

INDUSTRY:

Business consulting and services

SBR SERVICES:

Sales enablement, sales transformation, revenue growth strategy, sales training, account management, sales coaching

Moorhouse chose SBR as they believed we had a similar culture. They thought we would facilitate a common language and methodology that was practical and comfortable to use.

What did Moorhouse want to achieve?

Moorhouse wanted to develop a standardised sales process to enable anyone joining the firm to promote Moorhouse with confidence and allow business developers to lead sales calls and meetings using prepared materials and a proven approach. This would also assist them to continually develop their sales pipeline in parallel with maintaining current business.

What issues were Moorhouse facing?

One of the biggest challenges for any growing professional consulting practice is to keep focused on adding to the sales pipeline and managing the process. It is all too easy to become engrossed in current client projects that the all-important continued relationship management model can be ignored. Moorhouse's top team came from the 'Big 4', all trained in different sales methodologies. This resulted in junior members lacking consistent guidance and support material on which to fall back on.

The results

Over a relatively short period of time, Moorhouse were able to develop three key building blocks to support the sales activity: 1) Their own sales methodology which now provides a common approach for use by all grades. 2) A simple but effective Moorhouse Consulting account management document which encourages the growth of key business development activities, and 3) Adoption of a positive sales attitude and mindset amongst the team members, leading to increased confidence in an area that many consultants instinctively shy away from. Many new projects have been won across all their major accounts.

SBR's approach

After facilitation workshops led by SBR Consulting with all senior members, a Moorhouse sales methodology 'end to end' process was created. Training programmes are now run by SBR Consulting for all employees and associates each year to ensure the common language and sales processes flow through the firm. SBR Consulting are retained as Moorhouse Consulting's sales coaching partner, helping specific individuals develop key parts of the sales cycle.



"The efficiency in converting effort into results, following SBR Consulting's training, is much greater."

Dom Moorhouse

Founder & Managing Director