

## A sales L&D partnership continuing for over 8 years... and counting!

### ABOUT OCADO:

Ocado operates in the smart e-commerce technology space by providing advanced solutions for online grocery retailers globally through its Ocado Smart Platform (OSP).

### COMPANY SIZE:

10,001+ employees

### INDUSTRY:

IT Services and IT Consulting

### SBR SERVICES:

Sales enablement, sales performance, sales training, negotiation skills, account management,

Ocado are known for their online grocery shopping, with a platform for customers worldwide. Behind the scenes, Ocado have automated fulfilment centres, delivery logistics, advancements in robotics, artificial intelligence, and data analytics.

With this comes complex, long selling cycles, difficulty in finding common sales language across the different regions, and a wide culture mix. SBR have been partnered with Ocado for 8 years to support the learning and development journey of their teams, and regions.

### What were Ocado Group's issues and expected outcomes?

Ocado wanted to develop a common language and sales approach across different teams and regions. They wanted an L&D partner to provide training for sales and stakeholder engagement. It's hard for their teams to find the time to share best practices and understand the different roles across the business. Bringing together different parts of the business would aim to improve the culture mix.

### SBR's approach

SBR Consulting created various bespoke training for their Commercial team, Solution team, Engineering and supply chain team, and other Global teams delivering Sales & Leadership Training to each group, as well as Presenting With Confidence & Negotiation coaching. Various testimonials have come from the delegates saying SBR are their preferred partner of choice, as well as being very positive and engaging while training.

**26% increase**

in selling confidence across the sales team

**+33 NPS**

Matching the industry benchmark for the Technology & Retail space.

### The results

After engaging with SBR, Ocado documented a 26% increase in selling confidence across the sales team. The NPS score for the programme was +33 which matched the industry benchmark for the Technology & Retail space.



“We put everyone in the Solutions Commercial Team through both the Presenting with Confidence and High-Performance Sales Habits courses. We have found them very useful in building core skills within the team to help them be more effective in their roles, and also in getting everyone speaking the same language and working in the same way so we have consistency of approach with all our partners and prospects. The majority of our sales process is built up from the key steps and techniques taught by SBR Consulting and they have certainly helped us achieve the deals we've done to date. The course itself is a great mix of theory and real practical tips, techniques and templates that we now use in our day-to-day roles.”

**Ben Richardson**

Solutions Development Director