



OLIVEHORSE

SUPPLY CHAIN PLANNING AND MANAGEMENT

Creating a sales culture in a technical environment

ABOUT OLIVEHORSE:

Olivehorse is focused entirely on complex supply chain planning and management, whether it be leveraging SAP, Kinaxis or Anaplan technologies.

COMPANY SIZE:

10,001+ employees

INDUSTRY:

IT services and IT consulting

SBR SERVICES:

Sales enablement, sales performance, sales training, sales coaching

What issues were Olivehorse facing?

Olivehorse believed that in order for their organisation to survive they had to build a sales relationship with their clients. When Olivehorse started they were all management consultants and technical in nature. They didn't understand sales.

The results

Since Olivehorse's engagement with SBR, they have become much more confident in their ability to convey their message to their customers. Within the 3 years they have been working together they have experienced double digit growth.

SBR's approach

SBR performed a series of workshops. We wanted Olivehorse's team to work together to figure out how they performed. Culturally they are now much more sales led. SBR believed that Olivehorse's team needed to work together in each of these workshops so that they could understand how each of them performed. SBR introduced affirmations to the team, understood the levels of learning and what it took to build sales habits. What Olivehorse realised is it wasn't an external practice; it was much more of an internal practice.

Double digit growth

In 3 years



"SBR turned the sales approach into a pleasant experience. Previously we found it scary but now I get up every day and enjoy going out to help clients choose us."

Fred Akuffo

Managing Director of Olivehorse

