

Boosting sales activity leading to tripled opportunities created

ABOUT OPAL WAVE:

Opal Wave provide SAP BPC Enterprise Performance Management, SAP HANA, Managed Cloud & Infrastructure solutions.

COMPANY SIZE:

11-50 employees

INDUSTRY:

IT services and IT consulting

SBR SERVICES:

Sales enablement, sales transformation, sales performance, revenue growth strategy, sales playbooks & sales guides, sales training, account management

Within 3 years of working with SBR, Opal Wave have over tripled their sales opportunities. SBR developed strategic selling relationships with SAP.

What issues were Opal Wave facing?

Each year Opal Wave’s leads, opportunities & meetings were only slightly improving, and not to Opal Wave’s expectation. They needed to change the way their salespeople thought and the current internal processes.

What did SBR do?

SBR came into Opal Wave and conducted a sales capability development programme, looking for where the strengths and weaknesses lie.

SBR developed a well-defined sales process, managed through the Opal Wave’s CRM. They developed a sales playbook for all members of the sales team and new starters to help decrease ramp time. Internal sales and account development training was conducted and formalised account management was restructured.

Simon Bell was appointed as the new Sales & Marketing Director during the time SBR worked with Opal Wave.



“The evolution of Opal Wave capability is progressing. Development of inbound demand generation, marketing automation and sales team recruitment is all off the back of our work with SBR. I regularly attend the complimentary networking workshops that SBR hold to refresh my sales training.”

Simon Bell

Sales & Marketing Director

Comparison of leads, opportunities & meetings before & after engaging with SBR

