

QUICK RELEASE_

AUTOMOTIVE CONSULTANCY

5-year partnership resulting in quadruple sales

ABOUT QUICK RELEASE:

Quick Release is a global provider of product data management, and a leading consultancy for automotive.

COMPANY SIZE:

501-1,000 employees

INDUSTRY:

Business consulting and services

SBR SERVICES:

Sales transformation, revenue growth strategy, sales training, sales leadership, account management

What did Quick Release want to achieve?

Quick Release were looking to improve their sales capability as part of a programme for the next generation of leaders they call the 'Leadership track'. It was important for them to get external trainers who make the training real, practical and tangible for the people who are doing the learning. Their business was being acquired only from referrals.

The results

Quick Release has grown by 50-60% in the 2 years that they have been working with SBR. That is due to a bigger population of the company being directly involved in business development. Now 40-50 people in the business are directly engaged with BD allowing them to grow the business.

60% Growth

in 2 years since working with SBR

400% Growth

in 5 years

SBR's approach

There are elements of SBR's models and language that have now become part of Quick Release's DNA, such as their system of 'Hear & Report back', which is the mechanism by which their consultants feed the business development team which came from SBR's Sales Continuum. It's based off the idea that hope is not a strategy and at the very least, everyone in the organisation should be listening to what's going on around them and feeding that back to the BD team. SBR made it clear that sales is not a black art - it's all about building the habits. It's a science and a process, something that technical people can do with the right training. SBR wanted to switch the light bulbs on for Quick Release.



"All of SBR's sales consultants are engaging. Their stories are so real, they make it sound & feel practical, pragmatic and make you believe that you can do these things. It's a real positive experience."

Adam Blomerley
CEO



"Since we started working with SBR, our sales have quadrupled. I know there are many factors that affect that, but ultimately we've built our sales process and strategy around the things that SBR taught us. We continue to work with SBR 5 years later so I think that says it all."

Rob Ferrone
Founder and Managing Director