



CAR FINANCE SOFTWARE

Embedding a sales system to ensure company growth

ABOUT ZUTO:

Zuto is an online market-place connecting customers, lenders and dealers. Their goal is to transform the car finance experience with simplicity and integrity.

COMPANY SIZE:

201-500 employees

INDUSTRY:

Software development

SBR SERVICES:

Sales enablement, sales transformation, sales performance, revenue growth strategy, sales training, sales leadership

What issues were Zuto facing?

Zuto was experiencing growing pains, having increased from 30 to 130 people, with the desire to grow further. However, they didn't have sales systems in place to ensure the correct sales approaches, sales leadership, on-boarding and training.

From strategy to execution

SBR's first step was to undertake research to understand the client's current situation to then be able to develop and implement the most effective programme. SBR analysed their sales data, interviewed managers and listened to client interactions through recorded calls. From there, they consulted with the management team to design a 5-month leadership and sales development programme.

The first aim was to establish the correct sales systems, accountability and tracking. Once put in place, the correct sales reports could be produced for the individuals and managers to make 121s as effective as possible. Procedures for call shadowing with feedback and holding effective sales meetings were determined. SBR developed an on-boarding programme to ensure new starters got off to a fast start.

The return on investment

Y.O.Y. growth while engaged with SBR Consulting:

+123% deals paid

Increase in deals paid out of 123%

+30% average order value

Average sales per person increased by 30%

+25% conversation rate

Increase in conversion rate of 25%

+77.8% improvement of top performers

Increase in top performer of 77.8%



“We approached SBR Consulting to come and help us put some structure and rigour into our sales leadership team. The help that they have provided us over the last 18 months has propelled us to our highest ever level of conversion whilst also allowing us to significantly grow the company in an efficient and methodical fashion. I would recommend that any sales managers/directors and/or business owners looking to move their sales management to the next level engage with this expert sales consultancy.”