

Sales Performance Improvement



Situation	Delivery	Impact	Comment
The client is an established marketing services provider with a heritage in data solutions and notable success through organic growth, acquisition and a growing technology and service capability. A new Sales Director was appointed and given a mandate to grow the team and improve sales performance in an increasingly competitive solution selling environment.	- Initial bench marking project. Coach the newly promoted Sales Director Scope brand new NetSuite implementation - Implement sales processes, territory and account plans - Install recruitment processes and recruit 6 new heads	- Improved productivity from the rapid adoption of new processes, people and technology - Facilitated the effective transition of the recently promoted Sales Director - Delivery of 8 consecutive quarters of profit and 20% YoY increase in Sales bookings	"... essential in supporting and helping us deliver the changes required in our business. Without this support we would not have been able to effect the change needed in such a short space of time. The coaching and mentoring was invaluable to instil confidence and provide a vital sounding board."
The client is recognised as a global leader in the licencing, processing enhancement and distribution of video content with customers across the globe and key relationships with all the major movie studios. The exec team wanted to develop stronger process to underpin a consistent go to market plan across multiple territories.	Bench mark the sales, presales, account management, marketing and sales ops functions Reset salesforce implementation Facilitate the design and reset of sales processes - Install territory and account plans - Implement 'Go to market' plans for the International regions	- Successive years of new business sales growth - Implemented account management processes - Hired and re-set key staff across the international team - Significantly improved forecasting accuracy	'...successfully delivered progressive improvements in the rigour and discipline of go to market plans through a period of successive business development change in a highly disrupted market. He established tangible growth from within established customers and had notable new business wins in diverse international markets.'
The client had developed and successfully sold a software and hardware solution to highly regulated the water utilities around the globe which transformed the way water pressure was managed on a distribution network. The exec team wanted to develop more robust account management skills and process and adopt field sales management best practice.	- One month Diagnostic benchmark exercise Reorganisation of sales and presales teams - Day to day sales management support - Reset of salesforce.com - Refresh of territory planning - Implementation key account planning	30% yoy increase in sales bookings performance Project wins were demonstrably repeatable Sales costs were reduced by 15% - Successful campaign length reduced by c.30% Pipeline quality and forecast integrity measurably improved	'Thank you very much for all your help over the last six months. I really appreciated your support managing the sales team and improving the organisation and the sales processes. I certainly consider the project a success.'