

# Contract (Fractional) Sales Leadership



Situation	Delivery	Impact	Comment
<p>The <b>private equity</b> backed client had an ambition to deliver the world class <b>managed services</b> built for the BBC to other broadcasters and media owners around the world including existing clients such as ITV, Channel 4, Eircom and Sony.</p>	<ul style="list-style-type: none"> <li>Completed sales team <b>re-org</b></li> <li><b>Salesforce.com</b> and sales process reset</li> <li><b>KPIs</b> and <b>reporting</b> reset</li> <li><b>Recruited</b> new business sales heads</li> <li>Implemented <b>key account</b> planning</li> <li>Ongoing <b>sales management</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Grew new business sales by &gt;45% year on year</b></li> <li><b>Improved new business win rate by 30% year on year</b></li> <li><b>Led and closed biggest digital content distribution new business win</b></li> </ul>	<p>'...built an effective sales team and implemented a rigorous sales process. He has great energy and was able to inject that into a team that generated significantly increased sales activity in an embryonic and difficult market.'</p>
<p>The <b>venture capital</b> backed client operated one of Europe's largest online sales networks supporting the <b>rapidly growing</b> affiliate sales channels of some of the biggest brand owners in the UK. The company had taken on new funding to develop a stronger new business focus and <b>increase sales bookings</b> ahead of a planned exit.</p>	<ul style="list-style-type: none"> <li>Hands on sales and <b>coaching</b></li> <li>Refresh of <b>pitch material</b></li> <li>Reset <b>sales operations</b></li> <li>Updated <b>comp plans</b></li> <li>Day to day <b>sales management</b></li> <li><b>Succession planning</b> and <b>successful recruitment</b> of the permanent Sales Director</li> </ul>	<ul style="list-style-type: none"> <li><b>Sales bookings &gt;2x</b></li> <li><b>Successful trade exit</b> within 1 year</li> <li><b>Industry awards for the management team and lead investor</b></li> </ul>	<p>'...impressive ability to sell and manage complex entities simultaneously, clearly and effectively... he also provided me with a detailed, seamless and insightful handover of the business. ...well versed in all aspects of business and brings a consultative, fresh and dynamic approach to any project or problem.'</p>
<p>The client was a <b>publicly quoted</b> designer and manufacturer of networked video products with a global customer base and a reputation for technical innovation. The mature video networking market is highly competitive, and the management team needed help to <b>improve sales processes and increase their conversion rate</b>.</p>	<ul style="list-style-type: none"> <li>Interim hands-on <b>sales management and coaching</b></li> <li><b>Bench marked</b> existing sales and sales management</li> <li>Established activity &amp; quality <b>KPIs</b></li> <li>Led internal and external project <b>itches</b></li> <li>Reset <b>sales processes</b> and performance <b>reporting</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Year on year sales bookings grew by 50%*</b></li> <li><b>Sales Director replaced</b></li> <li><b>Supported the transition to a new permanent hire</b></li> </ul>	<p>'...built an effective sales team and implemented a rigorous sales process. He has great energy and was able to inject that into a team that generated significantly increased sales activity in an embryonic and difficult market.'</p>