

## **Background & Problem**

The Company operates in the extremely competitive print management market, led by an ambitious young owner/MD who in 5 years had grown the company to almost £3m turnover. During that period he had been mentored on the financial running of the business, and as a consequence the business was financially strong with good internal control procedures. The MD was ambitious to grow business sales, and recognised that he lacked the necessary knowledge and expertise in how to grow sales to the next level.

## **Actions Taken**

A Business Advisor was contracted to help drive the business forward. The first action was to carry out a comprehensive sales and marketing audit, involving the MD, Sales Director, and members of the sales team. This identified a number of problem areas:

- Lack of a clear vision for the Company
- No clear sales development strategy
- A lack of marketing systems, with very indistinct key messages and nothing to differentiate the company
- The sales team no had definable targets, goals, planning or accountability.

The following priority actions were taken:

- A strong corporate Vision Statement was created.
- A detailed Strategy was developed to double the size of the business over the next five years.
- Specific business goals were established. .
- Workshops were held involving all staff, which identified sales opportunities and developed key sales messages.
- A system was established to introduce regular marketing to all existing and prospective customers
- Clear sales performance standards were introduced
- Regular individual performance reviews were introduced.
- A new performance related bonus scheme was introduced.

## **The Result**

The immediate reaction was a huge increase in staff morale, and enthusiasm to drive the business forward. With everyone having been involved in providing input and ideas, there was real commitment and ownership of individual and collective responsibilities. The business is thriving and on target to achieve it's initial goals.

**If you want to find out more about any of the areas covered in this case study  
and how we can support your business – contact us today.**

