

Background and Problem

The Group consists of three separate organisations, all of which offer the same sound recording services to advertising agencies, TV stations and film companies. All three locations are within 100 yards of each other. They operate under three different brand names. The Group was founded in 1978. They had been extremely successful and well known but over the last few years have lost their way, their identity, and to a certain extent their enthusiasm

The challenges fell into five main areas:

- A dramatic fall in individual studio utilisation rates over a 5 year period
- A lack of 'Brand' awareness in the market place
- No understanding internally of why a customer should chose their services over and above the competition
- No clear sales and marketing strategy
- A lack of internal communications within the Group itself

Actions Taken

A LGBA Business Advisor was contracted to undertake a seven day Sales and Marketing Health Check. This included investigating the complete sales process, the current marketing and branding strategy, the actual utilisation rates being achieved by each studio and the internal communications and reporting structure within the Group. The resulting report contained 31 action recommendations, all of which were accepted by the Group and an action implementation plan was agreed.

The first recommendations to be implemented were:

- To market the company as one Group and not as three separate organisations
- To strengthen the brand by increasing the number of group companies to include training, technology and production services
- To define the groups unique selling points
- To implement a customer satisfaction process
- To recruit a business development manager
- To set achievable but challenging targets for each department
- To reorganise the internal sale process
- To implement a group steering committee
- To appoint a non executive sales and marketing director to help and advise the implementation of each individual recommendation.

The Result

The immediate effect was a sharp rise in staff morale and a new understanding that everyone in a company sells. Commitment to targets and ownership of challenges greatly improved. The company is now seen as a large and important group, with clearly defined unique selling points that distinguish it from the competition, and not as three separate and smaller organisations. Utilisation rates are starting to improve. The company was so pleased with the initial recommendations that the LGBA Business Advisor was appointed as the non executive sales and marketing director.

**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.**