

Background & Problem

The company had several years trading and had built up a good reputation. However, they had no resources to exploit sales opportunities, and had survived on reputation alone. However, with natural wastage of clients, the business was dropping.

The initial task was to create an identity, and indeed a proactive regime that stood it apart from its many competitors.

The second area of need was new clients. Without a product identity, the company were always prone to new developments at their clients that made their work redundant.

Therefore, new clients were essential to the survival of the company.

The third area of concern was a 'product identity'. This would be the opportunity to increase profit margins and provide greater control over a fairly 'spasmodic' business.

Actions taken

A SGBA Sales Business Advisor approached the company and reviewed the needs and acted accordingly. The initial action was to design a simple sales flyer, something that the client had never had. This was done and part of the design process involved many of the workshop operatives for their input. This was a departure from normal practices, as up till then the staff had little input into any strategic matters.

This also provided some lateral thinking to the business owner. A simple sales plan was raised by the consultant. The consultant then implemented a research project into potential clients, and a simple sales database established. A telesales exercise worked concurrently with the research, as new clients were viewed as both a short and medium term requirement. Lead qualification was followed by a controlled mailshot, and follow up.

More recently both the Business Advisor and the Company have worked together to create a product identity. This product is now being launched with the Business Advisor wholly responsible for driving the product into the market

The Result

Some two years after a sales plan of action was implemented, five out of the top eight clients were as a result of the exercise. And of course the business has grown. Also with a Product Launch imminent, the company are highly enthusiastic about the future.

**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.**