



FULLBROOK

Case Study - European Contact Centre Solution Vendor

Company Profile: Our client, a privately owned contact centre solution vendor had been successfully trading for almost 30 years. They had also developed one of the largest and most enviable customer bases in Europe. However, over the 4 years prior to Fullbrook's engagement, they had seen revenues decline significantly and were unable to identify the root cause for this decline.

Objectives: Fullbrook were engaged, by their Chairman, to perform a sales audit, reviewing all aspects of their performance; this audit included reviews of:

- Direct and Indirect Sales - Ranging from capabilities of the sales team and existing channel partners, to strategy, focus, targeting, reporting and sales collateral.
- Pre & Post Sales Processes - Mainly focusing upon the critical interactions that may have been affecting efficient and successful selling.
- Product Management - Including analysis of their product portfolio and a review of potential product issues that may have been affecting sales.
- Marketing - Analysis of their marketing plan against key market parameters and their own corporate sales objectives.
- Business Culture and Focus - Fundamentally covering management style, communication and core business practices.

Timescale: Phase 1 - 5 Days

Results: Within just 5 days Fullbrook Consulting had covered all aspects of the review and had produced a 57 page report including all of our observations and recommendations. These recommendations set the foundation for our client's return to successful trading and included:

- The outline of a new sales strategy.
- The appointment of a whole new sales force, including some of the industry's most highly regarded professionals.
- The introduction of SFA & helpdesk software to give a 360° view of both clients and opportunities.
- The appointment of new channel partners.
- The creation of new sales collateral.
- The creation of defined 'best practice' Pre & Post Sales processes that significantly enhanced the sales proposition and its respective delivery.
- The introduction of new products to the portfolio and the phasing out of others.
- A changed business culture that was driven by a more aggressive view of sales and effective communication throughout the business.

Fullbrook were later engaged to deliver two further phases in the client's expansion.

“Fullbrook have made a significant and positive impact, to both the development of our UK sales force and the necessary focus within our organisation...they've delivered everything promised and more”