



# FULLBROOK

## Case Study - European Mobile Applications Solutions Provider

**Company Profile:** Our client, a European mobile applications solution provider, had raised three million euro's in a first round of venture capital funding. Unfortunately, much of their cash had been burned due to comprehensive application development. As such they had failed to gain any significant market penetration after 2 years. The company needed radical change to ensure its success.

**Objectives:** Fullbrook were engaged by the CEO and a Director of the Bank of Scotland, a key investor, to perform a number of critical tasks including:

- Review the current business plan and define a new 'sales proposition' and 'go 2 market strategy'.
- Assist in raising the funding required to allow the company to become a success.
- Provide an assessment centre to profile the skill and aptitude of the existing sales force, identifying strengths and weakness and delivering an action plan regarding the skill gap analysis and required next steps.
- Provide sales coaching and mentoring to those who were identified as capable of making the required transition.
- Find and recruit new sales resource of the calibre required to execute the new strategy; From Sales Director to Telemarketers.
- Assist in forming new alliances with other technology vendors, resellers and integrators.
- Provide Non Executive Board Director representation to guide the current board into a new phase of growth.

**Timescale:** 12 Months

### Results:

- Carried out a full operational analysis of the business, its processes and its culture with a view to identifying any barriers to sale. Many weakness were identified and processes changed to maximise the sales opportunity.
- Created a new business strategy and sales model, ensuring that focus was placed on areas of strength and maximising this against identified competitor weaknesses.
- Re-energised and focussed the existing team after an assessment centre and assisted the client in 'managing out' of the business 4 underperforming sales consultants.
- Recruited a new team including a Sales Director and developed many new 'sell to' and 'sell through' partnerships including BT and a re-occurring contract worth over £7m p.a.

**“Fullbrook have made a significant contribution to both the creation and delivery of our sales strategy and the fund raising that has ultimately enabled us to win major contracts with clients including British Telecom”**