

Client: Geotec Surveys provides underground and utility mapping services as well as consultancy to the construction industry. They have been established since 1998.

Challenge: The Company was not growing and the directors were aware that the business was no longer achieving its full potential. The sales staff did not operate as a team and this impacted on the various areas within the business, as well as on the sales themselves. They needed help moving forward and shaking off this inertia.

What I did: I was brought in as a Virtual Sales Director, and knew straight away that the sales area lacked structure. I implemented regular sales meetings giving the team an opportunity to discuss sales activities and encouraging some healthy competition. I instigated sales planning, target setting and forecasting enabling me to track each sales person's activities and identify where training was required. By doing this I also made the sales people realise they needed to work as a team, rather than separate individuals as they had in the past. I focused them on selling across the different services and parts of the business, rather than just their own area of responsibility. I made them accountable for their own actions, and their own performance. Creating a commission structure to further motivate the team, and being available to talk through challenges, further galvanised their efforts.

The results: The sales people are now a cohesive team recognising that their individual actions impact on the team's performance. Through rigorous sales processes and target setting we have been able to identify weaker performers across the whole business and take appropriate action. Accurate sales planning and forecasting has enabled the directors to plan more effectively for the future, and identify the areas for development.

“We felt our business was stagnating and sales had lost direction prior to appointing Antonio to help us, but that's certainly not the case now. Antonio brought the sales people together as a team, motivating them, setting up a commission structure and effective forecasting that has enabled us to plan more effectively in the business. By pulling together as a team the sales people are performing better, recognising the importance of selling across the business and are clear about their goals. Through regular sales meetings Antonio has taught the sales team the importance of accurate forecasting and held each sales person to account for their success. In a short time what Antonio has achieved in sales has made a significant contribution and reinvigorated the business.” **Brian Payne, Director of Geotec Surveys.**

