

EMBEDDING SALES SYSTEMS TO ENSURE COMPANY GROWTH



ZUTO IS A FINANCE INTERMEDIARY PROVIDING AN AVENUE FOR CONSUMERS TO FIND AN ALTERNATIVE CAR FINANCE OPTION TO THE MAIN HIGH STREET BANKS AND GARAGES' OWN FINANCE SCHEMES. THEY HAVE A TELESales TEAM OF PERSONAL ADVISORS.

WHAT ISSUES WERE THEY FACING?

Zuto was experiencing growing pains, having increased from 30 to 130 people, with the desire to grow further. However, they didn't have sales systems in place to ensure the correct sales approaches, sales leadership, on-boarding and training.

THE RESULTS

Y.O.Y. growth while engaged with SBR Consulting:

- Increase in deals paid out of 123%
- Average sales per person increased by 30%
- Increase in conversion rate of 25%
- Increase in top performer of 77.8%

SBR'S APPROACH

SBR Consulting's first step was to undertake research to understand the client's current situation to then be able to develop and implement the most effective programme. We analysed their sales data, interviewed managers and listened to client interactions through recorded calls. From there, we consulted with the management team to then design a five month leadership and sales development programme.

The programme's first aim was to establish the correct sales systems, accountability and tracking. Once put in place, the correct sales reports could be produced for the individuals and managers to make 1-2-1s as effective as possible. In addition procedures for call shadowing with feedback and holding effective sales meetings were determined. We developed an on-boarding programme to ensure new starters got off to a fast start.

“ We approached SBR Consulting to come and help us put some structure and rigour into our sales leadership team. The help that they have provided us over the last 18 months has propelled us to our highest ever level of conversion whilst also allowing us to significantly grow the company in an efficient and methodical fashion. I would recommend that any sales managers/directors and/or business owners looking to move their sales management to the next level engage with this expert sales consultancy.