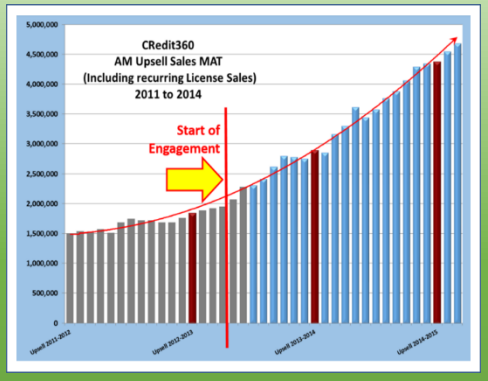
Case Study

cr360 - global sustainability software

selmarc

THE RESULT



WHAT THE CLIENT THINKS

David joined the senior management team at CRedit360 as the interim Client Services Director.

His drive and determination to succeed were self-evident and showed in the sales results he posted.

David gained the respect of those around him whilst making significant changes to the international team.

David works at all levels, strategic, operational and tactical, willing to listen but also crucially willing to act to achieve results. David was a pleasure to work with every day.

Mark Shields
Chairman at Credit360

Global Key Account management, people development, sales process & KPI tracking

Situation

Founded in 2002, Credit360 was a £10m revenue Global Integrated Sustainability Software business, with a customer portfolio of almost 300 of the World's largest Corporations.

The company had successfully built an enviable customer portfolio however, there had been little focus on up-selling or cross-selling deeper into the client business with other product offerings and therefore the single most important in remit at the beginning of 2013 was to grow sales to existing customers.

The pricing model included license and day-rate sales, with the intent to increase recurring license income and consequent business value. However, at that time, license sales accounted for less than 30% of annual revenue.

Action

A new induction training programme to speed up the effectiveness of new people coupled with a module learning programme, enabling account managers to demonstrate the company's solutions and modules.

Increased sales productivity by providing additional customer administration and technical support.

Customer workshops, translating into measurable account management sales processes, sales pipeline activity and customer advocacy.

In-depth customer analysis, account segmentation and major account planning.

Individual and team sales activity based KPI's and performance tracking, with individual sales targets, one-to-one coaching and personal development plans.

Result

Grew client revenues and recurring income from £1.5m to 4.5m within 2 years

Within 6 months the account managers had improved sales skills, pipeline growth was up 81%, with a higher mix of module license sales.

After 10 months the results were very rewarding, and by quarter 3 we had met our annual target - up 64% on budget and up 44% year-on-year.

Growth continued strong and by the end of the 2nd financial year we had far exceeded the original expectations, more than doubling revenue and importantly growing license sales from 30% to 52% of revenue.

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