



Case Study: Sales growth through proactive strategy & one-to-one support

Client: Foxhills Country Club & Resort

Booker: Sally Raithe-Riches, Group Director of Sales

Mentee: Lauren Straker, Business Development Manager

Introduction

A 4* hotel, country club, golf club and resort hired Lauren Straker, a new Business Development Manager with the remit to:

- Strategically Manage large accounts that use the venue for corporate accommodation and events
 - Identify potential with these corporate accounts and grow overall revenue per account wherever possible
 - Identify, qualify, and convert new corporate leads
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The Challenges

Lauren previously had huge success in a reactive sales team and has the right personality to be a big success within proactive sales. She needed the right type of support to develop her skills in line with the given targets.

The difficulties were identified as:

- Lauren had a lot of accounts to manage, with no experience of Account Management
- She was expected to bring in new business, with no experience of proactive sales
- She needed to learn how to effectively prospect to find qualified business
- Due to the nature of such a busy role, Lauren needed to learn how to prioritise her time and diary to maximise results



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Our Solution

A Strategic Selling mentoring programme was implemented including:

- One-to-one sessions (instead of group training, this gave Lauren an added layer of support because everything was tailored around her needs. She was able to ask questions in an open and honest forum, whilst feeling fully supported)
- Once a month for 6 months (instead of sporadic, one-off sessions, we implemented 6-months' worth of support to make sure there was accountability to take on board all new learnings, whilst pushing Lauren to grow and develop each month)
- Notes and Actions typed up and sent to Lauren within 4 hours of the mentoring session finishing (This meant she wasn't distracted with writing notes during the sessions and could concentrate on what was being discussed. It also gave her accountability for the BDM to action what was talked about ahead of the next session, when the actions would be reviewed.)
- A structured content format was agreed including:
 - A 2-week action diary was created and reviewed to see where time was currently being spent
 - Diary analysis was done one-to-one with Lauren
 - Time was spent digging deeper into her schedule
 - Appointment analysis to include prioritising appointment by value to the business and how successful each appointment was

Generating New Leads: where are these coming from and how can you create new ones?



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The Results

- Lauren was more productive: Accounts were analysed, and the top performers were identified as no more growth opportunity. We implemented a strategy to maintain the accounts, whilst not spending too much time on them. A time-management tool was also implemented for Lauren to use 'on-the-job'
 - She could identify and qualify new leads efficiently and was able to fit prospecting time this into their diary weekly
 - 1. Leads were being followed up correctly and efficiently after the implementation of a CRM
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What did the client say after working with Selling Savvy?

"I have trained with Kate at a few of her sessions for the past 6 months now. After meeting her a few times, I decided to book her BDM time management training as I found her other sessions very valuable. She is extremely prepared for our meetings with a well-structured agenda, but also flexible enough to discuss my personal developments and focus for the coming months.

I always look forward to meeting with her as her wealth of experience is a real asset to my learning. She is friendly and always at the other end of the phone when needed! I could not recommend her training enough. If you are new to the events industry or have years of experienced, we can all learn more from Kate's training courses."

Lauren Straker, Business Development Manager, The Foxhills Collection