



Client:

ROI

Hunters

Industry:

Advertising Software
Solution

CASE STUDY

Hypergrowth Programme
-Bespoke-





WHY THEY CAME TO SME SKILLS:

- When SME Skills Academy first met ROI Hunter- the team consisted of only 3 individuals who had the challenge of expanding their reach into the UK market
- They wanted to establish a new sales strategy, figuring out their sales process, pitch and a lot of other sales requirements
- They planned to grow the UK team to 10 members of staff
- They needed support and guidance to ensure they would be successful



WHAT SME SKILLS DID FOR THEM:

- We initially worked with ROI Hunter on a 6-month hypergrowth bespoke programme and we helped them outline their initial sales strategy, process and pitch structure
- We spoke with them on a weekly basis to ensure that the business was progressing in the right direction
- We trained each member of the team to ensure that they fully understood the sales methodology in the business (face to face, online)



THE RESULTS:

- **At the end of the 6-month programme ROI Hunter had an efficient sales team of 12 people**
- **They had a strong sales strategy and their sales process was converting efficiently**
- **In their 2nd quarter, they billed over £200,000 - from a cold start!**
- **More importantly than the sales figures, we helped them to implement a winning sales culture in the UK team so that moving forward, they could continue to achieve their goals**



WHY THEY HIRED SME SKILLS:

- To have a strong and powerful pitch
- To have a bullet proof sales process
- To have an efficient sales strategy
- To be able to take the business to the next level by expanding internationally



“WHEN SALES MATTER WE DELIVER”

SME Skills Academy would love to help you in your journey to grow your business, we are an experienced, passionate and motivated team of consultants, who take great pride in helping businesses flourish.

We run many events and seminars around the UK, if you'd like to find out more of what we can do for you please come and join us.



CONTACT DETAILS

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If you have any other questions at all please do get in touch, we're more than happy answer.