

## Client - Biesse, Northampton

Biesse is one of the world's leading suppliers woodworking machines involved in the construction of doors, windows and furniture for both commercial and domestic markets.

With average sales values in excess of £100,000 per unit, the sales process was long and complex with multiply variables having to be developed and analysed to meet the evolving specification of clients. In a market where the latest technology provides significant efficiency and cost advantages, Biesse and Intermac compete in one of the most demanding business environments.

### Objectives

- Developing a new sales process to improve sales activity and conversion rates
- Train and develop the highly experienced sales force to work in new ways so that they would come out of the recession as the best field sales team in the industry.
- Develop improvements to the sales management process to drive and support the field sales team.
- Implement new sales management reporting to track and develop support in improving sales channels.

### Tangible Results



*“Our role was to develop new sales techniques, in conjunction with reviewing sales processes to identify and evaluate the value chain clients placed upon the relationship with the company.”* says Richard Gourlay, Cowden Consulting.

### Outcomes

- We implemented a new innovative sales process that enabled its field and regional sales team to improve their targeting and value added services.
- Developed bespoke sales skills programme to support the introduction of these new processes developing all key personnel.
- Introduced and supported the implementation of new support systems to embed the new processes.

*“Within a few months of the project starting we saw an increase in both the efficiency of the salesmen, the strength of the sales pipeline and more importantly an increase in the order book of over **200% in the last 6 months.**”* Steve Bulmer, Managing Director, Biesse UK.