

## Case Study

## Central Technology Ltd

### Transforming sales win rate for UK Managed Service Provider



#### **Coaching and training puts Central Technology on path to winning more sales opportunities and securing recurring revenues**

Central Technology is a Chesterfield-based managed services provider, offering a range of in-house IT and Communications solutions to meet the needs of small to medium-sized businesses regionally and nationally. They also have their own data centre infrastructure, which enables them to provide clients with broadband, cloud, voice, data and telephony services.

Richard Thompson, founder and Sales Director of Central Technology says that they aim to be the key provider for IT solutions in the Midlands area. "We have been growing quite quickly over the last three years, gaining new clients, whilst keeping a high retention rate on our current clients. We see the business growing a lot within the cloud infrastructure area."

#### **Conquering the cloud**

The fast growth of cloud services has also been one of their biggest business challenges says Richard Thompson, "Cloud is really starting to gain traction, mainly driven by the consumer market and people using cloud products every day." Because of this, they've had to review their sales model and technical training.

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#### **Sales expertise required**

Formerly an engineer, Richard Thompson has taken on the sales and account management role at Central Technology. However, because he had no formal sales training, they were keen to bring experts on board to help them look at their sales processes, how they manage the sales team, and the jobs they do. They reviewed a number of providers before appointing Transmentum.

#### **Spend time on the business**

Richard says his expectations were quite low because they had similar support in the past, which had not really worked out. "It has been completely different from what I expected. It has been a massive change. I spend a lot more of my time on the business as opposed to in the business. How the sales environment runs now is completely different. It is a lot more organised and structured."

"Straight off, from the first session: the expertise they (Transmentum) applied, their ideas, the processes, how we attach values to things, and the processes that should happen within the team. They really challenged how we do things. It has just been fantastic."

#### **People management**

One of the biggest issues it has helped them to address is how they manage and motivate the sales team, how they educate the team about sales processes, and how they manage their time. "Ultimately, Transmentum helps our business to grow and achieve more sales. Without identifying the weak points in our sales process, we wouldn't

have won as many opportunities as we have over the last twelve months.”

### **Bespoke training and support**

Besides regular telephone and email support, the Transmentum consultants set aside a day a month to meet with Richard to discuss a variety of agenda items and to provide the sales team with bespoke training, covering topics such as account management, qualifying opportunities.

### **Winning more sales**

The return on investment is clear says Richard, “We get more opportunities, win more orders, and win more sales.” A case in point was an opportunity with South Yorkshire Police. Before, they would have gone along to the appointment and done their best to sell. With Transmentum on board they learnt how to qualify the opportunity beforehand. As a result, they had a lot more information when they attended the meeting. “We were more prepared to close deals and answer challenges. We won the work quite quickly afterwards.”

### **Transforming sales process**

The coaching and sales training has transformed their sales ethos says Richard, “We’ve a stronger focus on recurring revenue sales. The whole team understands more about sales processes, how to manage opportunities, how to manage customers, and give customers exactly what they need at the right price.”

### **Gaining a new perspective**

He says he didn’t expect the coaching and support that he received would bring about such a big change, “Having a team there that you can bounce ideas off, help you improve your perspective on your processes and thoughts, how you manage things. It’s always useful to get perspective from someone else who has been there and done that.”

### **Changing how things are done**

The biggest change however was looking at how he does things and how he manages sales within the business. “To take the step of changing things and giving it a try: to step outside my comfort zone and just do it differently. It has helped how I manage teams. It is significantly better than it was previously.”

### **Making a difference**

What made the difference he says are “... the simple things that you wouldn’t do because you don’t have the time or are too busy in the day to day routine, or too busy doing what you’ve always done. Transmentum are the right people to give you that perspective.”

“They are a company you can reflect your current processes on, you can be honest and upfront with,

*“The difference from six months ago and the way the sales team works now, as a result. There is no comparison.”*

mention any problem you have within the business. Then they can help. They have probably seen a similar scenario before and will be able to help, advise, and improve it.”

### **Seeing obvious results**

Ian Snow, Managing Director for Central Technology says he sees a major difference in the sales team and how Richard operates since Transmentum has come of board, “The difference from six month ago and the way the sales team works now, as a result. There is no comparison. It is the results at the end of the day. We are paying for a service, and I am seeing obvious results. I can see the difference between now and then. Everything is done in a very professional, structured and disciplined way.”