

## Case Study: **Helping a company prepare for sale: how meeting short term demand can lead to long term benefits**



### **The client**

The client is a global leadership development organisation working with companies to identify and develop leaders and leadership teams.

### **The challenge**

The client needed to strengthen its sales pipeline as it was planning to put itself up for sale in about 18 months' time. In preparation for this, it had several initiatives to pursue. However, with a small business development team, it was challenged to manage these.

Futurecurve was invited to help the client build a stronger sales pipeline by supplementing the client's business development team. Futurecurve brought the client an expert knowledge of sales, business development and marketing campaigns.

### **Approach and solution**

The client was running introductory leadership workshops to demonstrate how its approach to leadership could benefit organisations. The high demand for sales meetings generated by these successful workshops could not be met by its small team.

Futurecurve attended the workshops and followed up on sales leads and opportunities. They also provided interim sales management, including a part time interim business development director.



Futurecurve also supported members of the client's business development team, including senior board directors, by going with them to sales meetings and providing active mentoring in closing sales. In addition, Futurecurve managed a telemarketing campaign to generate further sales leads on the client's behalf.

### **Results and benefits**

As a result of this activity, leads were generated that led to 19 initial sales meetings. Good relationships were fostered with key prospects that led to business wins in major FTSE 250 companies; leading not-for-profit organisations and governmental departments. Futurecurve's advice to the client on aspects of their proposal process also helped to improve the efficiency of their sales process.

As a result of Futurecurve's advice and support, the client's sales pipeline significantly improved and they were able to present themselves to the market for sale from a position of strength.

Contact us at [info@futurecurve.com](mailto:info@futurecurve.com) or call us on +44 (0)1628 487 708