

Case study – H V Wooding



Background

A leading manufacturer of precision engineered components and assemblies. Focus on product quality, customer service and innovation has led to companies such as Schneider Electric, Honeywell, Rolls Royce and ABB having been customers for over 30 years.

Challenges

1. With increased off-shoring by above clients, turnover has shrunk from £13.4m to £10m. HV Wooding wanted to increase this to £15m through revised strategy.
2. Process-led, not customer driven.
3. Sales and marketing processes need to support the sales strategy and focus.

Solutions

- Review strategy and identified some weaknesses eg. not based on evidence.
- Sales analysis to identify key target sectors.
- Used Sector Evaluation Matrix to prioritise
- Developed bottom-up sales forecasts to breakdown sales target from (a) Key Accounts (b) other existing and past customers (c) new customers
- Independent customer satisfaction surveys to generate sector/application case studies

Impacts

Brief description of what difference we made... immediately and longer term:

1. Created sales focus through One Page Plan
2. Got buy-in from MD, and resource commitment to deliver Sales Plan
3. Delegated sales responsibilities to the team to contribute to the Plan
4. Created a methodology for identifying Key Accounts. Devised an Account Management Plan as a focused way of increasing sales from key accounts.



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Duration

Start date: September 2015
End date: March 2016

Reference

Name: Paul Allen
Job title: Sales Director
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Testimonial

"We have used many consultants, but Deb from Ministry for Growth, has provided us with a number of practical tools to help us focus and prioritise our sales activities, such as the One Page Plan. He has also worked with the sales team to help us all implement Account Management Plans. As a result we have a systematic approach to achieving ambitious targets in 2016 and beyond"

Added Value

1. Prepared briefing papers for the MD, and the Board, on approach and also progress updates.
2. Delivered training workshops to help the team implement Account Management new techniques
3. Introduced a progressive tool designer contact to H V Wooding

Contact Us

To explore how we could make a difference to your organisation, contact us for a free assessment of potential opportunities.

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