

Here is some of what we have been doing lately and how our clients feel they benefited!

- Snackbrands Australia: Sales Management and Frontline Sales Capability Program
- CEO Reach Local Australia
- General Manager Sales & Marketing Mrs Macs
- National Sales Manager Taylors Wines
- General Manager – Sales CSR Viridian
- National Sales Manager NNT Uniforms

Snackbrands Australia: Sales Management and Frontline Sales Capability Program



Project Scope

In mid 2008 a group of private investors purchased the Arnott's Snackfoods business from Cambell Arnott's and formed Snackbrands Australia (SBA). SBA is proudly Australian owned and has many iconic brands such as Kettle, Thins, Samboy, CC's and Cheezels, yet had little capability at field level due to operating under a brokerage model in previous ownership. As SBA embarked on a journey of expanding its field team there was a real need to develop a sales management and frontline sales capability program. "Having worked in FMCG for 20 years and having previous experience in the development of training programs, I knew that SBA needed to find a training provider that could develop a program, not an event".

Client Testimonial

Having met with several potential suppliers, one stood out. BIG consulting is what I would call a true business partner not a training provider. Simon and Renee at BIG knew exactly what it was that I was looking for. Their experience within FMCG is clearly an advantage, they immersed themselves in our business from frontline to senior management and delivered to us a world class program. Put simply - they get it!

Proposal to delivery was only a matter of weeks and the material looks and feels like it was developed internally. We opted to run a series of Fast Start workshops to build a skill base across our new sales team, a base that our sales manager can now build from through a modular approach and specific coaching days. The standard of facilitation by Simon and Renee was first class. I attended every session and it was some of the most engaging training I have been a part of. Participants really appreciated the fact that Simon and Renee knew our business and could easily put themselves in the Territory Managers shoes. Most importantly we have set the platform for our team and we are starting to see the benefits where it counts, in the field.

Glenn Vandewater General Manager, Sales Operations
Snackbrands Australia

CEO Reach Local Australia



Project Scope

A fast growing internet marketing company was performing very well but needed some assistance at the Senior Executive level to manage their growth.

BIG Results

The first piece of work we delivered was to facilitate a customer focus group to understand intimately what an ideal customer experience should look like. We then helped Senior Management to turn that into a coherent project with clear deliverables for the whole team.

Further work has seen us facilitate a series of Senior Management strategy sessions and provide an advanced training solution for Sales Managers and Internet Marketing Consultants.

Client testimonial

"I have been working with Simon for over four years, across two different businesses. I initially decided to engage him because he was able to rapidly acquire an insightful appreciation of my strategic challenges. And then assist me with the transformation of a large, geographically dispersed, under performing Sales organisation, into a dynamic, solutions focussed, high performance team. It was an amazing journey.

In my current role as CEO of ReachLocal Australia, Simon has helped us to understand the drivers of delivering an outstanding customer experience, and then to make real progress towards realising that vision, delivering significant bottom line value to the business.

In doing so he has become a trusted virtual member of our Senior Leadership Team. Simon is a consummate professional who enables businesses, teams and individuals to realise and deliver to their full potential."

Steven Power CEO
Reach Local Australia

General Manager Sales & Marketing Mrs Macs



Project Scope

A national supplier to the grocery, convenience and route channels was keen to align their sales team to a common sales strategy and lift their sales capability in the process. BIG was called in to provide the solution based on our FMCG experience. The program is now into its second year and will go into New Zealand in 2010.

Client testimonial

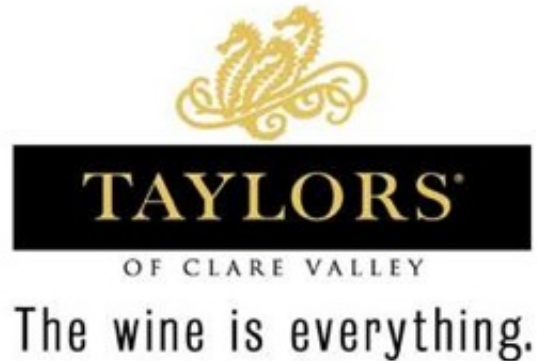
"Our business, like many other large FMCG companies, utilises a National Field Sales team which at times can become quite fragmented. In addition to managing this diverse team, we had undertaken a number of structural changes over the past 12 months which resulted in these roles changing in a variety of ways.

We recognised a pressing need to align all of our team and to clearly define how we wanted to go to market. We engaged BIG consulting to formulate and facilitate a series of training courses to assist us in this change management.

Janet Maitland conducted this training Nationally and the results thus far have not only resulted in unification of our sales team, but clear and concise interpretation of our strategy. I can highly recommend BIG consulting to any organisation looking to strategically realign the direction and skill set of their sales team.

Rob West General Manager Sales & Marketing
Mrs Macs

National Sales Manager Taylors Wines



Project Scope

For the last eight years we have been a strategic development partner to a top 10 wine supplier. In that time we have developed a central selling system, substantial learning content in both long and short form modules, and provided regular coaching support to State Managers and Area Managers in all states of Australia. Most recently we built an accreditation program and development pathway to ensure ongoing learning is maintained and individual progress recognised.

"As the Australian wine industry experiences one of the most challenging periods, we rely on the services and support from BIG to provide us with the training skills to ensure we are on the top of our game. BIG provides us with a model, that is appropriate for our size and resource base, and has worked closely with our team over many years assisting us with solutions as we have grown to be a top 10 wine company in Australia.

Derek Raney
National Sales Manager
Taylors Wines

General Manager - Sales CSR Viridian



Project Scope

A major player in the building products industry was emerging from a recent acquisition, shouldering considerable offshore competitive pressures and had currency fluctuations affecting its value proposition to a demanding marketplace.

BIG worked closely with Sales, Marketing and Commercial departments to develop a clear value segmentation and supporting sales approach. The results delighted our client.

"We engaged Simon and his team at BIG at a difficult time from both a market and an internal perspective. His team's professionalism, experience and structure enabled Viridian/CSR to navigate its way through segmenting its market without losing the confidence of its customer base.

They provided the training and the down to earth rationale that was needed, were always approachable and prepared to combine their experience with our market knowledge. Today we have an orderly and structured approach to market.

I wouldn't hesitate engaging Simon Dethridge and his team again."

Michael Pascoe
General Manager - Sales CSR
Viridian

National Sales Manager NNT Uniforms



Project scope

Our client is a major player in the Corporate Uniform industry. Their desire was to equip a specific sales team to be more focused on a common strategic direction and to possess the selling skills and behaviours to be even more successful.

Following an extensive sales effectiveness assessment we set to work on clarifying their strategy, designing a common sales planning and sales execution process and gave the managers the skills to develop their teams. The training component was tailored to their business with a combination of consultant delivered workshops and internal train the trainer modules.

Client testimonial

“Simon Dethridge and his team provided an excellent framework, insight and training support to efficiently and effectively communicate our strategy to the sales force. Their assistance has helped us put in place a more structured approach and focus towards how our team achieves their targets”.

BIG Results

Ed Elliott National Sales Manager
NNT Uniforms
