

# SALES**GEEK**

## CASE STUDIES

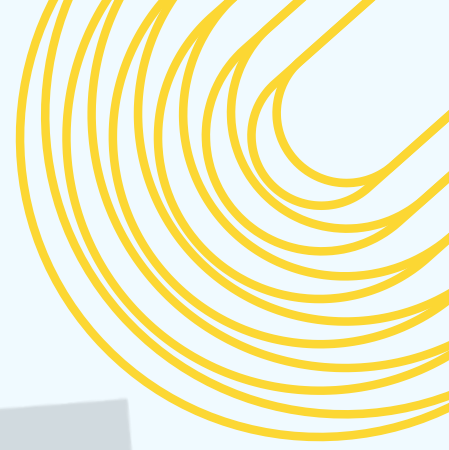
Discover how we've tackled real-world challenges with **innovative strategies** and remarkable results for our clients. We provide inspiration, proven tactics, and practical insights to **unlock new business possibilities!**

### HOW SALES GEEK ACHIEVES **OUT OF THIS WORLD RESULTS?**



*One small step for  
a Geek, one giant  
leap for our clients!*





# Parkingeye



## **CASE STUDY**



*over the moon*





Geeks, we have a problem



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## OVERCOMING CHALLENGES

### THE PROBLEM

Parking Eye faced significant challenges, including a high staff turnover, a lack of cohesion between departments, and difficulties in building and maintaining strong relationships with clients. These issues resulted in inefficiencies in their sales process and a lack of alignment across teams.

### THE SOLUTION

Sales Geek partnered with Parking Eye to develop a tailored training programme aimed at aligning departments, enhancing their understanding of the sales process across the organisation, and fostering stronger relationships both internally and externally.

### SALES TRAINING

Parking Eye faced significant challenges, including a high staff turnover, a lack of cohesion between departments, and difficulties in building and maintaining strong relationships with clients. These issues resulted in inefficiencies in their sales process and a lack of alignment across teams.

### PSYCHOMETRIC TESTING

Psychometric assessments were carried out with the management team to provide insights into individual strengths, areas for improvement, and team dynamics. Tools such as DISC and Performance Climate Systems (PCS) were used to enhance self-awareness and improve collaboration.

### MENTORING AND COACHING

Managers were mentored and coached to develop better leadership skills. This included understanding their own behavioural profiles and how to adapt to the needs of their teams for improved performance and engagement.

### LEADERSHIP & MANAGEMENT TRAINING

The management team underwent Sales Geek's comprehensive Leadership and Management Training programme to align their vision and enhance their capability to lead effectively.

**Sales Geek: Mission Control for success**



## HOW PROGRESS WAS MEASURED

### SKILLS GAP ANALYSIS

A Skills Gap Analysis was conducted at the start of the programme, at the six-month mark, and again after twelve months. This assessment tracked improvements in staff competencies, team alignment, and management effectiveness.

### EMPLOYEE RETENTION AND CONFIDENCE

Noticeable improvements were observed in staff retention rates and confidence levels within the first year of the programme.

## THE OUTCOME

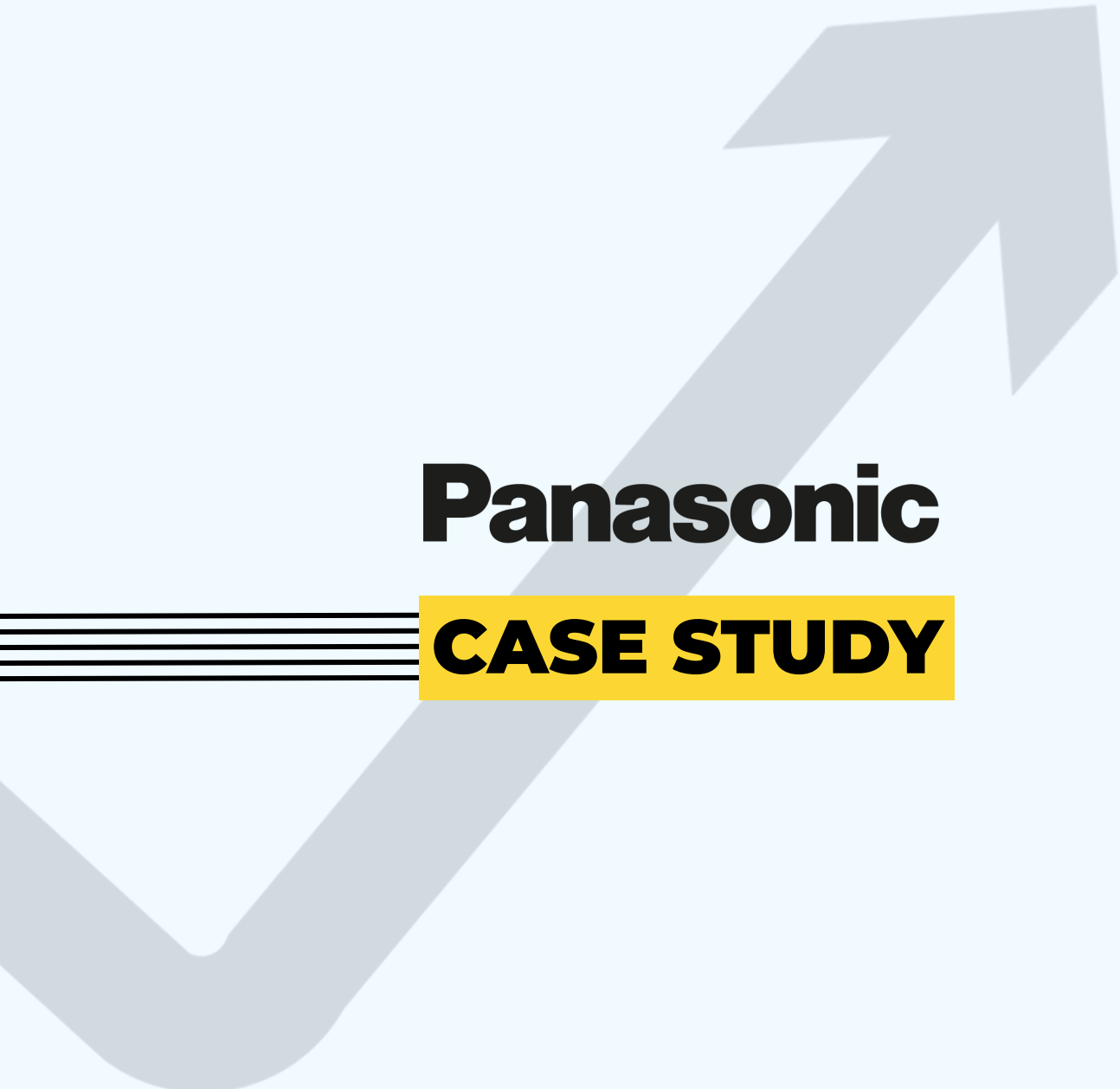
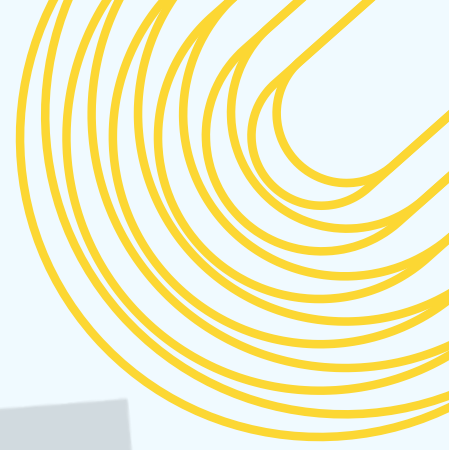
Parking Eye's training journey with Sales Geek is ongoing, reflecting the strong partnership that has developed.

The collaboration has significantly improved staff retention, inter-departmental alignment, and client relationships. Sales Geek continues to support Parking Eye across all aspects of training, providing a foundation for sustained growth and success.

Parking Eye has evolved into a valued client, allowing Sales Geek to play a pivotal role in their organisational development.



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# Panasonic

## CASE STUDY



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# Panasonic

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## OVERCOMING CHALLENGES

### THE PROBLEM

Panasonic's HVAC division faced declining sales during autumn and winter due to reduced demand, compounded by a lack of sales team proactivity and perceived skill gaps. Seeking improvement, Panasonic sought a partner with innovative solutions to revitalize the sales department.

### THE SOLUTION

In collaboration with key stakeholders at Panasonic, we sought to deliver a service which would reignite the sales function, enhance their skill set and deliver a significant return on investment.

### SALES TRAINING

Our event days brought the entire Panasonic sales team together at Sales Geek HQ for an action-packed series of coached Sales Sprints.

We created a lively, collaborative atmosphere where Sales Geek could actively observe, coach, and energize the team in real-time.

Fueled by individual and team targets, these high-energy sessions combined competitive spirit with hands-on training, delivering both motivation and skill-building in equal measure.





**Sales Geek: Mission Control for success**

# Panasonic

## HOW PROGRESS WAS MEASURED

### SKILLS GAP ANALYSIS

We adopted a holistic approach to tracking progress, conducting repeated Skills Gap Analysis to capture and measure the "distance traveled" by each participant over time. This allowed us to clearly observe individual growth and development throughout the process.

### EVENT DAYS DRIVING REVENUE

Net-new revenue generation was also captured from the event days to appropriately measure their effect on the sales line for the business as a whole.

## THE OUTCOME

The three event days generated £750k in net-new revenue.

Feedback from the sales team highlighted strong satisfaction with the quality of theoretical training, leading to significantly increased confidence and, most importantly, improved performance in their daily sales activities.

As a testament to this success, Sales Geek has been invited back by Panasonic to deliver SKO/RKO events and training, further building on our collaborative achievements.



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*"Absolutely fantastic 2 days, great modern approach to sales and specific to our role. [the trainer] is absolutely first class."*

*"Really well delivered. Managed different personalities in the room really well. Content useful and thought provoking. Clear outcomes explained and taught."*

*"Thoroughly enjoyed [the trainer's] knowledgeable insight. Without doubt the most engaging sales trainer I have come across."*

*"Absolutely loved this training. It was relevant, engaging, fun and very knowledgeable. Truly learned a lot. Thank you."*

*Failure is not an option*



*"Really enjoyed training. One of the best I have done. Found [the trainer] really easy to engage with and felt comfortable opening up and discussing. Looking forward to see you again."*

*"Genuine 10/10 score very knowledgeable and great delivery. It was a pleasure to attend."*

*"Fantastic course, really well executed over a short time – [the trainer] was brilliant and I'm looking forward to implementing the techniques I've learnt on the course."*

*"Great energy by [the trainer] and great informative training. Very impressive delivery. Really can't fault it"*



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## OVERCOMING CHALLENGES

### THE PROBLEM

Brysdales, a specialist in pallet racking, mezzanine floors, office partitioning, and interior warehousing, had reached a £6 million turnover ceiling.

The business owner identified the sales team, particularly three senior members resistant to change, as a challenge.

However, further analysis revealed the real issue was a lack of structure, measurable processes, and cohesive leadership strategy, limiting growth.

### THE SOLUTION

Sales Geek partnered with Brysdales to address both the perceived and underlying problems. While initially focused on revitalising the sales team, the project evolved into a comprehensive transformation of the business's leadership, processes, and strategy.

### KEY INTERVENTIONS

- Developing leadership capabilities within the business.
- Establishing a structured and measurable approach to sales and business processes.
- Creating a robust marketing plan to reach dream clients through digital and social media channels.
- Launching new revenue streams and optimising existing ones.

# OVERCOMING CHALLENGES

## ACTIVITIES UNDERTAKEN

### Leadership Development

- A shift in focus from the sales team to the business owner as the key leader.
- Building a leadership team with the skills and vision to guide the business effectively.

### Sales and Marketing Strategy

- Providing the sales team with resources and a clear marketing plan.
- Designing both internal and external marketing efforts, leveraging digital channels to attract high-value clients.

### Revenue Diversification

- Introducing a new service and maintenance offering to create a stream of high-margin, repeat revenue.
- Segregating business categories (mezzanine flooring and pallet racking) for targeted sales efforts..

### Investment Technology

- Allocating £100,000 to develop an Amazon sales channel for a subsidiary stationery company, Ralex, enabling it to launch with an initial product range of 100 items.

### Succession Planning

- Bringing in family members to establish a legacy and ensuring a smooth transition for future leadership.

## PROGRESS MEASURED

### Sales and Revenue Growth

- Brysdale's turnover increased from £6.1 million to £15.8 million within three years.
- Service and maintenance contracts grew from zero to £1.5 million in 12 months.
- Ralex's Amazon initiative showed early projections of 5–6x growth in revenue from its original £1 million turnover.

### KPI's For Sales Teams

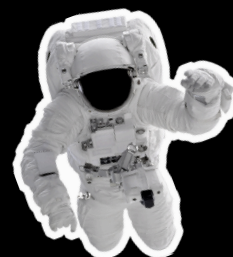
- Monthly, quarterly, and yearly targets were implemented and consistently surpassed

### Leadership Impact

- Measurable improvements in business strategy, leadership effectiveness, and team engagement.

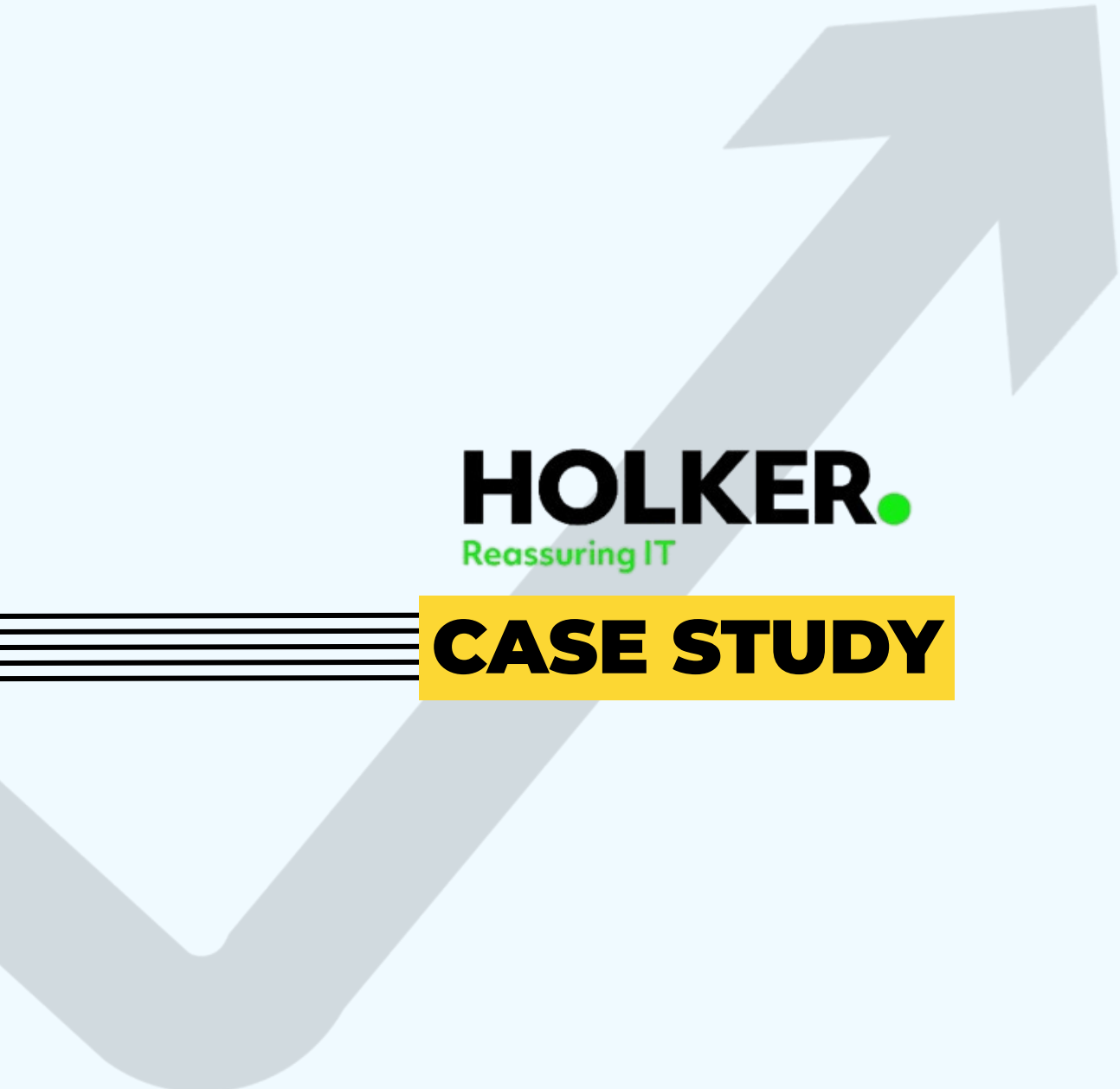
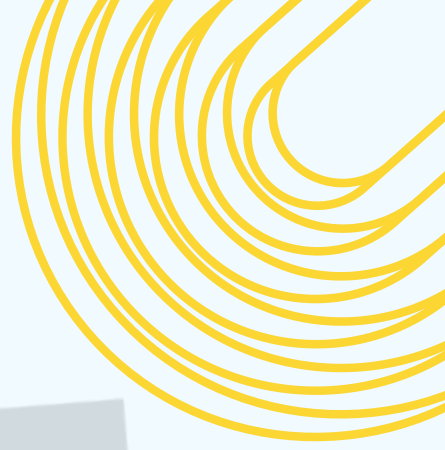
### Strategy Investments

- The business owner purchased the company building, turning it into a tax-efficient pension asset.



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**HOLKER.**  
Reassuring IT

**CASE STUDY**



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## YOUR SALES MENTOR

### RATIONALE

#### Rationale for Engaging in the Mentoring Programme

Rationale for Engaging in the Mentoring Programme Holker was at a stage where we needed to elevate our sales leadership capability to match our growth ambitions. While we had a reasonably strong sales team, we recognised the need for structured, strategic guidance at the leadership level. The mentoring programme offered by Sales Geek was a perfect fit, providing not just coaching, but a framework for developing a high-performing sales function.

### KEY INTERVENTIONS

The YSM programme has been comprehensive including:

- Sales team structure and role clarity
- Strategic planning and execution
- Sales processes and pipeline management
- KPI development and performance tracking
- Budgeting and forecasting
- Setting and aligning objectives
- Personal and professional development

Each area has been tailored to my specific context, which has made the learning immediately applicable and impactful.

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**Sales Geek: Mission Control for success**

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Reassuring IT

## PERSONAL & PROFESSIONAL IMPACT

Personally, the programme has been transformational and I've become not only accepting of the role, but really thriving on the fresh challenge it's given me.

Mark's mentoring has helped me grow in confidence, sharpen my strategic thinking, and become more effective in leading both people and process.

Professionally, I've gained clarity on my role as a Sales Director and how to drive performance through structure, accountability, and vision.

**GROW IN CONFIDENCE AND SHARPEN STRATEGIC THINKING**

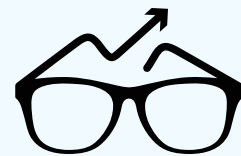


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## IMPACT ON THE TEAM AND BUSINESS

The ripple effect on the team has been significant. With clearer roles, better processes, and aligned objectives, we've seen improved morale, focus, and results. The business now has a more predictable and scalable sales engine, and we're better positioned to hit our growth targets. From taking over the team through the improvements made, and work with Mark, the sales target for the last financial year saw a significant deficit clawed back throughout the year to finish on target. This was from a position of over £130k behind target mid-way through the year.



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## OVERCOMING CHALLENGES

### THE PROBLEM

Allspeeds, an engineering company based in Clayton, had reached a critical juncture in its operations. With a history spanning 156 years, they specialised in hydraulic jacks (Tangye Hydraulic Jacks) and subsea engineering tools (Webtool), both of which are unique to the company. However, following the ill health of their Managing Director, the business had become rudderless. Operating at breakeven with a £4 million turnover ceiling, they lacked a clear strategy to break through stagnation. The absence of a robust sales process or structure meant the company was heavily reliant on inbound enquiries and had no proactive outreach strategy, leaving them vulnerable to fluctuations in demand.

### THE SOLUTION

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# OVERCOMING CHALLENGES

## ACTIVITIES UNDERTAKEN

### Sales Strategy Development

- Implemented a sales process to replace the reactive "waiting for the phone to ring" approach.
- Conducted dream buyer exercises to identify & engage ideal customers.
- Introduced structured outreach and prospecting strategies.

### Revenue Focus

- Prioritised the Tangye Hydraulic Jacks as the primary growth driver for year one.
- Developed a long-term plan to scale the underperforming aircraft jacks and subsea tools segments.

### Development & Recruitment

- Prepared the company for its first-ever dedicated salesperson hire to sustain growth.
- Provided ongoing guidance and mentorship to the team, who eagerly adopted the new strategies.

### Cultural & Operational Transformation

- Encouraged reinvestment in workplace improvements, such as new gates, toilets, and staff facilities, to enhance employee morale.
- Fostered a culture of excitement and motivation, making Allspeeds a more attractive place to work.

## PROGRESS MEASURED

### Revenue Growth

- Monthly turnover increased from an average of £200,000–£300,000 to a record £785,000 in April of the first year.
- Annual revenue is projected to grow from £4 million to £5.2 million, an increase of £1.2 million.

### Profitability

- Margins improved from 41% to nearly 50%, achieved through strategic pricing and value-selling approaches.

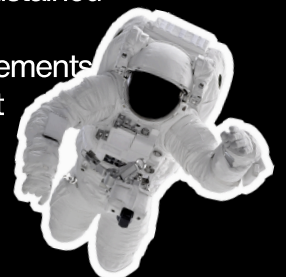
### Segment Performance

- The aircraft jack segment, historically underperforming at £200,000 annually, is projected to reach £900,000 in the first year of focused effort.

### Team and Infrastructure Development

- Recruitment of the company's first dedicated salesperson to drive sustained sales growth.
- Investment in workplace enhancements to boost morale and attract talent

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## THE OUTCOME

**The transformation at Allspeeds has been remarkable, both financially and culturally.**

- **Revenue** and profitability have grown significantly, **surpassing historical performance** benchmarks.
- The proactive sales strategy has energised the team, creating a **dynamic** and motivated **workforce**.
- The company has **reinvested** in its infrastructure, making Allspeeds a great place to work and laying the foundation **for long-term success**.
- The leadership team is now equipped with the **processes** and tools necessary **to drive further growth**.
- This journey reflects not only the financial gains but also the intangible benefits of a motivated and aligned team. Allspeeds stands as a testament to the power of focused strategy and leadership transformation in the engineering and manufacturing sector.