



Case Study

Honeywell Enraf

Background

Enraf (now Honeywell-Enraf) are a global leader in tank level gauging, serving a wide range of industrial applications globally.

Richard Thompson was running the UK operation at the time for this Dutch based company.

The problem

Richard wanted to rapidly increase the sales of a specific product recently added to the portfolio through acquisition. The product, called a “dipper”, was used for a very specific industrial purpose which meant that the target user audience was also very specific.

The problem was that the sales team were focused on larger products and more established product lines, so it was hard to justify sales time for this product in their normal operation.

Richard had used Mark Jacobs at H2O Development to help develop his sales team before, so he was called in again to help with this initiative

Solution

One of Richard's administrative team, Teresa, had shown interest in moving into a sales role so she was given the dipper project and worked with Mark to design the end-to-end approach.

1

Collate the target contact names from the Enraf database (approx. 250 contacts) and then to work out the subsequent sales process from contact to order stage.

2

Mark and Teresa worked on an opening "pitch" that was designed to suit Teresa's personality but also convey the right business to business tone. She tested and honed her approach and when she found any level of interest, she managed the subsequent follow up calls and demonstrations.

3

Teresa received some basic sales training to help her remove any fear of calling and to develop her questioning skills. It helped that Teresa was already outgoing and confident (she also acted as credit controller for the business), but she said that knowing that she was not "selling" but enquiring if this product could help the client in some way removed those natural fears at making a first-time contact. *The quick successes also helped with motivation.*

Outcome & Rol

Whilst Richard reviewed and supported Teresa, she diligently went through the complete list and found a great number of deal of opportunities, closing many of them there and then.

Within **8 months** the sales grew from zero to 36 units (@£7k each) with a gross margin of **>35%**.

The main reason for the success was firstly that Richard recognised he needed a new channel for this specific product and then found the right person with right attitude for the role. This meant that Teresa was willing to develop the right skills and knowledge to complete the task.

With the right support and guidance from Mark, the project was a complete success.

Richard went on to run the global sales for the business.

H2O
Development

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