



Raising sales performance

Background

SurfKitchen is the world's leading provider of software to the Mobile Dynamic User Experience (DUE) market and transforms mobile use world-wide. Their solutions give mobile phone users simpler and quicker access to premium services by delivering a PC-like experience to the handset. SurfKitchen's software powers some of the world's leading mobile operators and media companies including O2 UK, O2 Germany, Telenor, Sonofon, Telefónica Moviles, TIM Italy and TIM Greece.



Situation

The rapid development and success of SurfKitchen and the DUE market has put significant strain on the overall business model. It was clear that Sales and Delivery growth was not sustainable or scalable to meet the ambitious targets. SurfKitchen, in common with many rapidly growing organisations, needed to develop this scalable and sustainable operating capacity in order to deliver the revenue growth in line with the business plan.

SurfKitchen turned to Perperitus to help them develop a new approach which would support the business model, scaling up to deliver the growth. Above all, SurfKitchen wanted to:

- Reduce the sales cycle by 50%
- Help new hires to become productive in the shortest possible time
- Improve the quality and size of the deals closed
- Ensure the best use of scarce pre-sales resources
- Improve the quality and consistency of the forecasting process

Solution

Perperitus carried out a detailed [workshop](#) in order to establish the needs and priorities of SurfKitchen. This consisted of an interactive session to identify and address the needs of the business and specific requirements of the sales team. This culminated in tactical and strategic proposals designed to raise overall performance.

SurfKitchen [Performance Coach](#) was implemented to support the sales process and to establish a scalable model for deployment. The Performance Coach is a sales support tool that has been developed to provide on-going practical support to sales personnel on a day-to-day basis. Crucially it used existing SurfKitchen sales tools and techniques, together with best practice and successful behaviours identified in the workshop. It assists the sales team in the act of selling. The Coach is Web based allowing 24/7 access.

Results

Since the implementation of Performance Coach there has been an increase in deal value. Qualification is now much more rigorous and this has resulted in swifter and more consistent decision making, freeing time up for more promising opportunities. The progression of deals into the implementation phase is smoothed resulting in improved internal relations and positive feedback from clients.

The success has been seen throughout the company:

“I found it highly valuable, the best Sales Tool I've seen within a business” – new hire sales executive

“We are seeing a much closer level of co-operation between Sales and Pre Sales as a direct result of building and using performance Coach” – European Sales Director



“There is a much higher level of qualification and discovery since we have been using performance Coach, this is having a direct impact on our ability to win profitable business” - Senior VP World Wide Sales and Marketing

Benefits

Specific benefits have already been realised by SurfKitchen including:

- An increase in the size of deal pipe line
- Larger and more focused solutions being bid
- Improved qualification reducing time and effort waste
- Smoother operational relationships between sales and professional services
- A reduction in the sales cycle
- New hires being more effective, resulting in faster achievement of goals and a positive impact on their motivation.

Future plans

SurfKitchen is looking to build on the success of Performance Coach by working with Perperitus to design and implement an induction process for sales based on Performance Coach. They have ordered a Performance Coach version for Professional Services which will integrate with Sales and provide a strong team approach.

This has led to discussions on building a performance Coach covering the “Customer life cycle”.

Finally, there are plans to implement additional sales training based on establishing and building lasting relationships with customers.

Performance Coach is based on the principles of providing the best possible support and advice to individuals to help them raise their game. It is not intrusive; it is a personal coach available to the individual when they want it, where ever they are. For more information, please contact: David Batup - db@perperitus.com, Office – 0118 965 4066.