



Sales Transformation sets marketing technology firm on track for success



www.kaiasm.com

Overhaul in all sales processes and procedures helped to ignite the team

Summary

Sometimes successful businesses only come to a realisation that they can do better when fresh eyes come in to have a closer look at what actually works and what doesn't. Boardroom Advisors worked with Kaiasm to develop a more data-driven approach to their overall sales procedure.

Business Challenge

Kaiasm, being in the business of strategic knowledge creation, was suffering from a sales operation that needed development. A serious issue identified in the discovery process was the complexity of their commercial proposition, which overlaid an inherently complex service.

On top of these operational challenges, Kaiasm were hit with the wave of economic challenges that came with the COVID-19 pandemic.

Solution

The challenge was met through sales transformation consultancy with a highly experienced Advisor who identified the gaps while subsequently developing processes, techniques, and solutions to overcome the hurdles.

With the pandemic being the primary roadblock to the business's growth, the work between our Advisor and Kaiasm consisted of: many internal workshops; sitting in on various sales team and client meetings; conducting win and loss review meetings with prospects; and, significant effort on creating better credibility and return on investment analyses.

With these new strategies being implemented in the sales process, Kaiasm's sales team were also able to develop a new found confidence to grow sales faster.



**Boardroom
Advisors**

Results

Alongside plenty of specific B2B 'big-ticket' sales training to improve the sales team's performance, our Advisor was also able to vastly simplify the commercial model by modernising the proposal format. This resulted in far greater customer engagement between sending the proposal and arriving at a decision.

Kaiasm was also introduced to more documented sales procedures complete with qualification processes, new channels to market, and revised credibility statements (such as case studies).

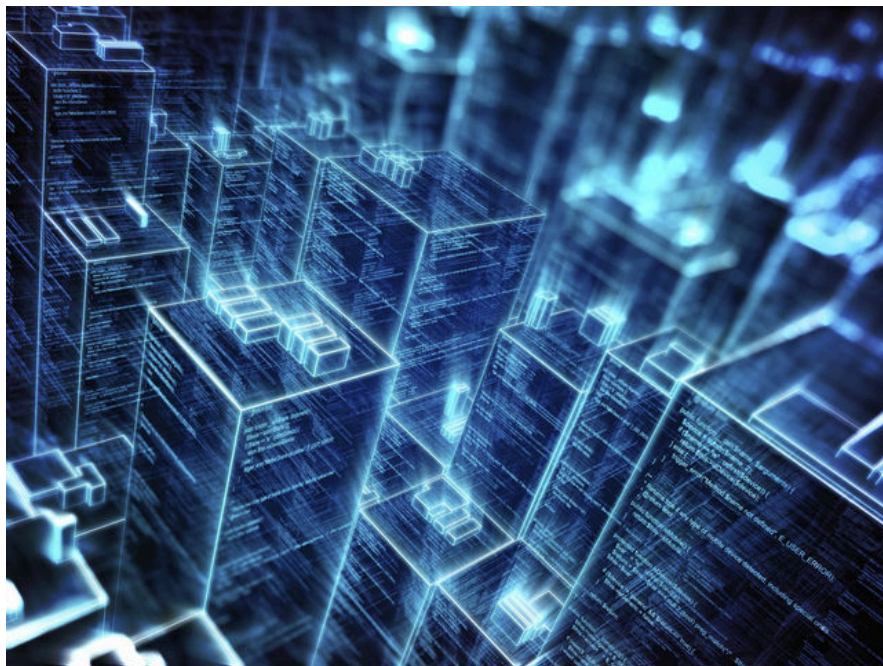
All these resulted in the client's conversations with prospects moving critical questions in the sales cycle from "what" to "why and when."

Company Profile

Kaiasm is a marketing technology company founded in 2010 by Steve Johnston and Liam McGee, whose primary goal is knowledge creation and optimisation through technology. The product that they offer is not just valuable, unique, and visualised insights, but also tools with which their client could act on when given sets of ethically sourced data.

Kaiasm offers its services to both the retailers and the public sector for two equally compelling reasons: to give the business a clear purpose; and help the public sector serve the people better. This also shows in the way they value their progressive work environment where dogs are found in the office and humans can just be humans.

To put simply, Kaiasm offers cutting-edge data expertise and advice that allows both businesses and the public sector to make better informed decisions with the information they are given.



KAIASM



"Kaiasm has worked with Thomas from Boardroom Advisors for nearly a year so far to identify constraints in our sales function and help us grow. We have simplified our commercial proposition as a result, and added some much-needed professionalism to our market approach. As a result we are getting better client engagement, at proposal time, with our complex solutions."

Steve Johnston, Founder & Director of Client Services


Boardroom Advisors