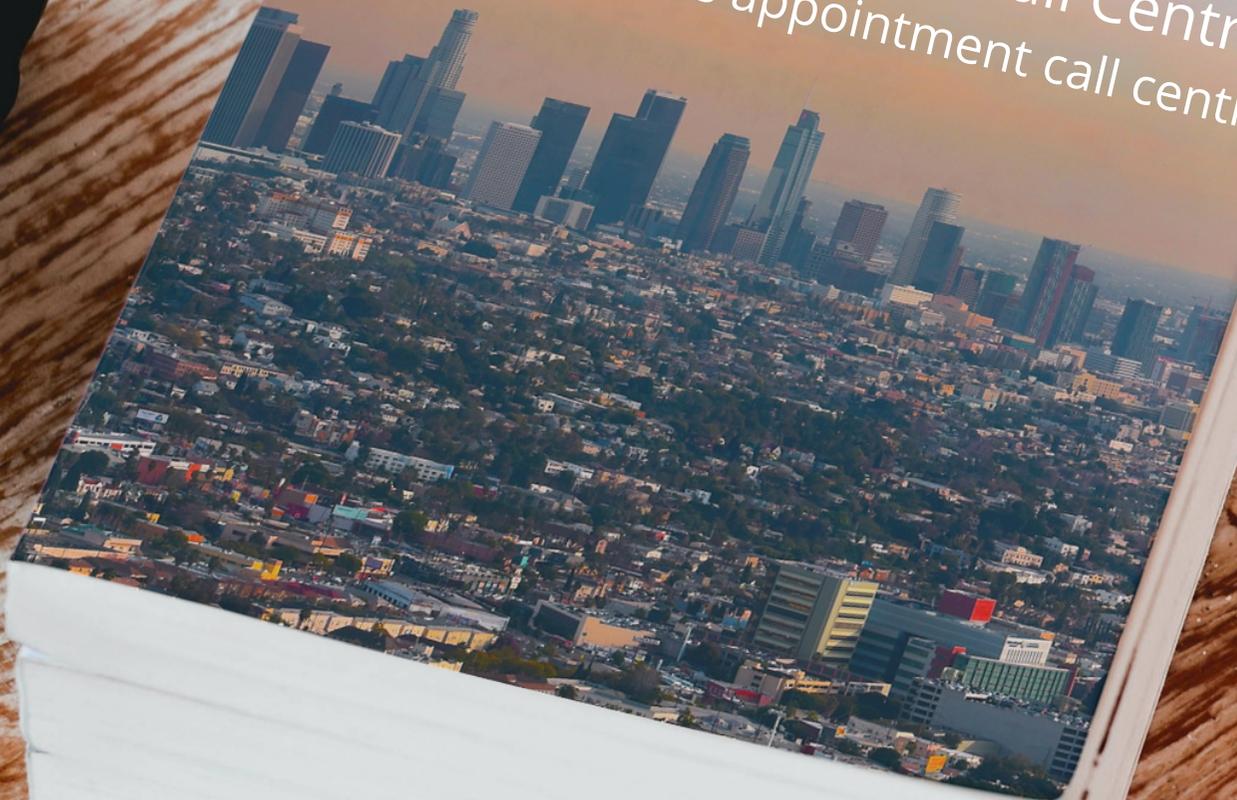


CASE STUDY

Hypergrowth Programme

Client: The Bulgaria Call Centre
Industry: Sales appointment call centre





WHY THEY CAME TO SME SKILLS:

- Stefan, the MD runs a call centre business in Sofia, Bulgaria. The aim of their service is to help their clients generate appointments.
- He found that his team was good, but still needed help to convert more prospects by improving their sales process and their sales pitch.
- One the biggest areas to focus on to enable the team to go from good to great was to help them improve their sales mindset and their attitude towards winning the sales game on a daily basis.



WHAT SME SKILLS DID FOR THEM:

- We worked with Stefan and his team on a hybrid mode of the hypergrowth programme, on a 2-day workshop.
- The first day we helped them to map our their sales strategy, process, and pitch - so the team was clear on what the sales system will entail.
- On the second day we role played many different client scenarios and sales situations, to prepare for real life sales scenarios, focussed on mindset enhancement.
- We arranged weekly calls with each team member for 6 months to continuously help them develop and improve their results, and a monthly 1 hour group session to teach further techniques and set monthly goals.



THE RESULTS:

- **At the start the team was booking an average of 3 meetings a week with a 50% conversion ratio. By the end of the 6 months program they were booking 20 meetings a week with an 80% conversion ratio.**
- **Not only did they improve their sales process and pitch massively, the entire team had a huge shift in mindset and this made it possible for them to have such incredible results.**
- **This had a huge impact on the company revenue, and enabled them to more than triple their sales within 6 months.**
- **Watch the client testimonial video here: <https://bit.ly/3x8G6XX>**



WHY THEY HIRED SME SKILLS:

- To become more efficient at finding leads
- To have a sales process to follow
- To have an effective sales strategy
- To increase conversion rate



“WHEN SALES MATTER WE DELIVER”

SME Skills Academy would love to help you in your journey to grow your business. We are an experienced, passionate and motivated team of consultants, who take great pride in helping businesses flourish.

We run many events and seminars online, if you'd like to find out more of what we can do for you please come and join us.



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If you have any other questions please get in touch, we would be happy to answer and assist you.