



Winning Pitch

mobysoft

CASE STUDY

Mobysoft is a Manchester-based IT solutions company that develops systems for using automated SMS text messaging designed specifically to reduce the number of wasted maintenance appointments associated with high volume maintenance contracts operated by Housing associations and facilities management organisations, increasing utilisation of man hours.

The use of the software and return on investment for these organisations has led the Audit Commission to showcase the Mobysoft, *MobileLogic* solution on their website as a quick win efficiency gain for Housing Associations and Local Authorities.

Like many small IT companies Mobysoft has innovative IT development skills that solve a real customer problem, but they have little experience in selling and developing business. This had been identified as a major barrier to growth by the senior management within the organisation; the solution to the problem was to develop an affective sales process, which was completely integrated within the business.

Derek Steele MD of Mobysoft joined the Winning Business Academy programme in November 2006 to understand and develop a sales process to increase target to conversion rates within their market place.

As a result of the programme - a combination of masterclasses and one to one in-depth consultancy support Mobysoft were able to develop a clear strategy and action plan to deliver the changes needed and manage the transition from adhoc sales to a sustained and integrated sales and marketing plan establishing long-term visibility and business based on a wider commercial foundation.

According to Derek Steele there were three important areas where the Winning Business Academy impacted on Mobysoft.

The Orbit and Single Page Plan helped Mobysoft focus on those areas of the business with most growth potential. "It allowed us to let go of the nice to do things and concentrate on the vital must do things, things that would directly increase our sales and impact on the bottom line".

Sales and the customer journey were redefined and ultimately lead times are now shorter, producing a leaner and more effective sales process. As with most companies the sales process we were using had evolved and was not giving us the results and conversion rates we needed to hit our targets. This was redefined and unnecessary stages removed. The result is we now know the objectives of every call we make to potential customers, we now close more sales with fewer calls. Several ideas have been adopted that now move the sales process on at a faster rate. Advice on telemarketing has given confidence to make many more cold calls. This change from email to telemarketing has enabled Mobysoft to target exactly the right people in the organisation.

Targets are now set for the sales process along with activity targets (something that had never been done before). Now we now how a sales pipeline works, how to drive it to achieve our targets ultimately leading to growth, we are able to control and improve the sales processes.



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