



INNOVATIVE REVENUE BOOSTING 'MAP' SCOOPS MAJOR NATIONAL AWARD

A company with a mission to transform sales teams into world-class selling professionals has scooped a major UK award for an innovation that is helping the world's leading brands to grow their businesses and boost their revenue generating potential.

Ian Irving, managing director of international sales and relationship development consultancy BREESE, beat off competition from Barclays Bank plc, Scottish Widows plc and Everest Ltd to pick up the award for Innovation in Sales at the prestigious National Sales Awards on Thursday 26 February.

The award recognises the BREESE Revenue Generation Map™, a groundbreaking but simple tool, which enables companies to make the crucial connection between revenue generation, sales and account management processes and the whole organisation. *(See notes for examples of the application of BREESE®.)*

BREESE developed the Revenue Generation Map™ after decades of witnessing millions of pounds wasted on sales training and consultancy.

“Too many top management teams resort to cost cutting, or graft on inappropriate sales improvement solutions as a knee-jerk reaction to falling profits,” explained Ian Irving. “What they should be doing is getting to grips with *why* they aren't selling and putting in place the practices, processes, people and culture to build a truly effective, customer focused revenue generating machine.”

He continued: “In any organisation there is a ‘seamless web of circumstances’ – all the organisational drivers and elements - which combine to negatively or positively influence revenue generation capabilities.”

BREESE believes the complex business growth challenges faced by many businesses demand a total re-think of the role of the sales function.

The Revenue Generation Map™ gives management boards a clear understanding of where they are in relation to where they want to be, what can and cannot be changed over what timescale, the qualitative and quantitative impact of change and where sales improvement investment should be targeted now for maximum impact.

“Recent surveys have drawn attention to the fact that many chief executives come from a finance, rather than sales or marketing, background,” comments Ian Irving. “The Revenue Generation Map™ gives them the confidence to embark on change because they can see for themselves what the issues, blockages and financial implications are and the practical steps they can take to tackle them.”

Ian adds: “If UK businesses want to be serious players in the increasingly challenging global arena, they must find practical ways of raising their game in the revenue generation stakes. Until sales is absorbed seamlessly into the rest of the organisation, it will always run like a great athlete dogged by ill-fitting shoes. The Revenue Generation Map™ helps organisations to find running shoes that are a perfect fit for the race.”

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Notes to editors

About the National Sales Awards

The National Sales Awards, now in their 7th year, are firmly established as a platform to recognise all that is best in the professional sales industry. They are organised by Quest Media, a publishing and event management company, in association with The Chartered Institute of Marketing, The Institute of Professional Sales, The Sales Training Association and The Independent.

The Award for Innovation in Sales recognises new ideas and developments within sales that enable companies to better meet the needs of their organisation and customers.

Shell Global Lubricants Automotive OEM Group

Andrew Hepher, vice president of Shell Global Lubricants Automotive OEM Group, used the BREESE internet-based electronic audit tool to identify the gaps between current performance and future aspirations across its global account management team, which is spread over five continents. The tool comprises a comprehensive series of questions with multi-choice answers, which enable companies to gauge where they stand in relation to best sales practice.

The benefits of the exercise were threefold, according to Andrew:

“Firstly, it very quickly gives you an overview of where you are now. Secondly, it gives you powerful insights into what is possible and thirdly it opens up the issue of how high you want to place the bar. It also helps you to assess the temperature within the group as a whole by comparing individual views across a globally disparate team. The real ‘Aha!’ moment is when you start to look at where you fit into the spectrum of proficiency – you begin to realise that the 1000 metre race you thought you were running is actually a marathon!”

DuPont

DuPont’s UK sales director Alan Walsh says that BREESE has helped the company’s declining analogue publishing and packaging business to transform into a leading digital imaging technology company.

“We needed to move from being order takers to becoming a dynamic sales group,” he says. “We had to move away from analogue into the digital world, but I wasn’t sure how we were going to do it. BREESE helped us to see that what we were already doing was not going to get us where we wanted to go. It helped us to re-focus and re-energise the organisation of our sales and marketing team in the UK so that we understood how we could adapt to world market changes and sell added-value instead of a commodity.”

Cumbria Tourist Board

Cumbria Tourist Board used the Revenue Generation Map to provide a practical framework for a diverse group of people to focus on developing Cumbria’s share of the cruise ship market.

“The BREESE methodology was rigorous, but also very practical in business terms, allowing a diverse range of public sector and not for profit companies to contribute fully to the issue at hand – how to entice commercial, capital intensive cruise businesses to change business plans and focus upon the Irish sea,” comments Cumbria Tourist Board chief executive Chris Collier.

Loders Croklaan

The BREESE methodology is the only tool that has ever made a tangible difference to improving customer relationships, according to the sales director of Dutch-based vegetable fat processing business Loders Croklaan.

“We decided to use part of the BREESE methodology to help us manage our large accounts. It’s working extremely well. It’s encouraged us to look at making a formalised approach to a number of particularly large accounts and showed us how to deal with them effectively,” comments Ben Vreeburg.