

Case Study: Mastering Sales for SMEs



Know+Do were selected through a competitive tendering process to deliver a sales masterclass for SME's on behalf of the [Business Growth Hub](#) (BGH). The BGH is part of the Manchester Growth Company and was set up support ambitious businesses across Greater Manchester to grow, develop and reach their full potential.

Purpose

The BGH wanted training that helped owners think differently about their business and be open to exploring different ways of developing their company. Know+Do were chosen because we are highly skilled at creating a learning environment that enables each business owner to personalise and identify immediate action. The training also had to support the wider expectation of transforming practices and enhancing growth in the region.

Process

We designed a bespoke one day sales masterclass that would engage cohorts of 20 start-ups and growing SME's. The day is purposely designed to be interactive with several exercises that allow participants to explore and share their own knowledge and experiences. This helps deepen their own understanding of what sales means to them and how they currently approach it within their business. The interaction also encourages a sharing of ideas and contacts; many businesses stay in touch post-masterclass. Participants receive a workbook, handouts and recommended reading that can help further develop their knowledge around this important area of business.

Payoff

The masterclass is part of a growing suite of training that the BGH uses to support start-ups and SMEs in order to make them grow and be more sustainable. The masterclasses are constantly evaluated and the feedback from business mentors 'in the field' has been excellent for the sales masterclasses. Attendees leave with a much better understanding of what 'sales' means to them and the core areas that they need to focus on to develop their sales strategy for the business.

By working with partners such as Know+Do, the BGH ensure that they access the best trainers and knowledge experts in specific fields to maximise the positive impact for their clients.

Know+Do bring extensive practical experience gained by working with a hundreds of businesses over the last few years. This experience helps bring theoretical concepts to life and they can share real life examples of where previous clients have applied different approaches and the difference they have made.

For more information on this case study contact info@knowanddo.com or call 0161 24804567