

# CASE STUDY



## Sales and marketing transformation

SmartData UK is a software development company founded as a spin-out in Aberystwyth, Mid-Wales.

SmartData UK works with organisations across the Public and Private Sectors. They develop custom software applications and have particular domain expertise in the Life Sciences, Agriculture and Rural sectors.

SmartData UK wanted to improve their Sales and Marketing effectiveness, whilst maintaining their reputation for technical excellence and customer service.

However, as a growing company it was not possible to take a lot of time away from servicing their clients. So a flexible schedule of activities was developed to have the maximum benefit, but with minimum impact on their existing workload.

We worked as a coach and interim sales and marketing function. And because SmartData UK had not formal sales and marketing expertise, we created simple processes that they could use when the assignment was completed.

### Understanding how things fit together ...

Using our [Holistic Sale Model®](#) we helped Smartdata UK understand how innovation, sales, marketing and customer support should all fit together. Based on this we helped to create a new marketing strategy, messaging and collateral.

### Selling effectively ...

SmartData also wanted to know how they could improve the way they promoted themselves and sold their services. Through [workshops and training](#) we helped them to acquire the skills they needed.

### Launching a new product ...

We also helped to develop the messaging and the capability to sell their first downloadable software product ([www.hirelog.co.uk](http://www.hirelog.co.uk)) targeted at the construction industry.

### Simon Hulse CEO of SmartData UK;

“The guidance and training has totally transformed the way we present ourselves to potential clients.

They have also helped us develop another route to market by selling on-line. This is a huge change for us because we can now reach clients around the world. Sales are going well.”