

Case Study

bit10 - A story of robust, sustainable, sales growth



Introduction

bit10 limited are a full service digital agency setup ten years ago. Since their inception in 1997 they have maintained a strong reputation for creativity and delivery and boast a fantastic client list including Severn Trent, Universal, Salt, HTI and Virgin Trains.

The problem at hand

Despite this strong foundation, **sales had hit a glass ceiling** and the company was beginning **to struggle to maintain a consistent level** month on month. At the same time the board had outlined an aggressive growth strategy in their 3 year plan that needed sales to double in order for them to achieve their ambitions. The mismatch between ambition and reality caused the board to rethink their approach.

The Solution

To bring the reality of the sales function in line with the ambitions of the board, bit10 brought in AT8. The consultants followed the key principals in the navig8or wheel below.

AT8 began with a thorough investig8 stage producing an audit of the sales function, then through the innov8 processes proposed a set of new sales management processes and the creation of a new set of propositions to take to market. AT8 and bit10 then utilised the Cre8 skills within the AT8 team to put in place a realistic sales strategy with improved forecasting and reporting.

AT8 continue to work with bit10 to activ8 the sales strategy and oper8 the sales management processes through hands on management and mentoring.

AT8 has been retained to continue to invigor8 the sales function to keep it fresh and energised, to constantly evalu8 its performance, and where necessary, recommending enhancements to regener8 the early success of the mentoring programme.



The AT8 Navig8or Wheel

As a result AT8:

- Built a **clear sales strategy**
- Built a **new sales and marketing budget** for the year with clear plans as to how to achieve this budget
- Set in motion and led **the creation of 3 new market propositions**
- Set in place **a new forecasting and sales management approach**
- Provided **sales mentoring** and indeed **sales management mentoring**
- Provide **executive guidance** to the board, helping implement the current plans and guiding their ongoing strategy development

The Results

AT8 has worked closely together with the bit10 Executive and the bit10 sales team to not only create a new sales strategy but to ensure the strategy is implemented. The benefits of this close working relationship are now yielding clear, demonstrable benefits including:

- **Revenues are up substantially**
- **Revenues are more consistent**
- **Closure rates are up**
- **Sales slippage is down (orders closed more effectively)**
- **New propositions are now coming to market that will not only increase revenue but will increase profit margins as well**

“Working with AT8 Group over the last 7 months has been **an extremely rewarding experience - both professionally and commercially**. Their no-nonsense approach to business improvement means that **they do more than just talk**. Their consultants have become very much part of the team at bit10, as much involved in **ensuring we deliver as setting the strategy, meaning that our investment has already shown though to the bottom line**”

Alex Craig, MD, bit10 ltd