

Bonus points if you have engaged our New Client Service Capabilities (eg. Advanced data & analytics, Digital Labs, McKinsey Solutions & etc) in your M&S study

Situation

- Waste management provider
- ASX Top 100, employing 4,500+ people across Australia at over 200 sites and depots and over 300 products and services.
- Losing market share in a growing market
- Needed step change in cost reductions - double digit savings
- Capability building and to enable sustainability

What we did

Improved National Account win rates

- Launched a National Accounts war room
- Improved the tender response process

Won and retained more SME customers and concentrated focus on mid-market accounts

- Increased share of wallet of existing customers
- Created a lead generation engine
- Promoted cross-selling campaigns
- Provided sales support: including save desk and telesales

Boosted sales and marketing skills

- Developed a 'new way of working' and train sales reps through a series of forum and field
- Enhanced performance management
- Aligned incentives
- Provided tools to allow reps to focus on selling

Impact (focused on SME)

- Improved SME pipeline opportunity value ~+250% in 4 months

State 1 - Pipeline results

\$M Annualised

		June 30	Oct 07	
Opportunity value <sup>1</sup> (Current value)	Existing customers	0.2	1.6	↑ 700%
	New customers	2.0	6.0	↑ 200%
Closed won (YTD)	Existing customers		4.7	
	New customers		1.4	

<sup>1</sup> Cumulative value in SalesAdvantage from Opportunity Value, Proposal in Progress, Awaiting Decision and Awaiting Signature

Field work activities

		June 30	Sept 30	
Metrics	Calls volume	207	277	↑ 33%
	Visitations	239	403	↑ 69%
Huddles	AMs	✓	✓	✓
	BDMs	✓	✓	✓
	TMs	✓	✓	✓
	HSE/TSEs	✓	✓	✓
HPDs	HPDs are occurring in line with the new dashboard on a weekly basis			

- Forum and Field executed in 3 states: 50+ sales reps trained, in 3 states with a plan to train a further 40+ across AU using MDL Sales Ninja solution