

# Case Study



**Service  
Robotics  
Limited**

## **Assistive technologies to meet public health priorities.**

At the forefront of the social care crisis, Service Robotics are enabling adults to live safely and independently with their GenieConnect digital companion for local authorities and care providers.

### **The project**

The start-up with ambitious growth goals contacted Ethical Sales for support with building relationships in the hard-to-access public sector in order to secure product demos with budget holders.

Outbound sales activities took place mostly over the telephone, using a targeted database of contacts from a recent technology conference.



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## **Results:**

- Identification and qualification of multi-authority commissioning opportunities and key stakeholders involved in this process.
- Securing product demos with local authorities, including one involving 11 key budget holders and decision-makers, putting Service Robotics in the preferred provider position.
- Positioning Service Robotics as the solution for a key problem in the re-enablement programme generating interest from a range of budget holders actively seeking solutions to this issue.

## **Learnings:**

- Decision-making in the public sector is slow and complex, with many stakeholders involved.
- Spending a lot of time on the telephone is key to having useful conversations, email did not yield the same response.
- Getting early buy-in from a decision maker who can act as an internal champion is absolutely key to successful commissioning and ensuring the right people are in the room at the demo meeting stage.
- Keeping on top of live developments in a fast-moving and pressurised social care crisis is essential in order to position solutions in the right way that meets budget holder problems.



" Starting with an agreed target list of customers, Ethical Sales have delivered on taking the public sector from being unaware of our solution to creating excitement and booking a demonstration with one of our team.

The professionalism and friendliness of Ethical Sales have been welcomed by our customers, building relationships that are reflected in our CRM system to ensure transparency with all activity completed.

We are very happy with our partnership with Ethical Sales and the success they are helping to drive for Service Robotics Ltd."



**Imogen Keane**

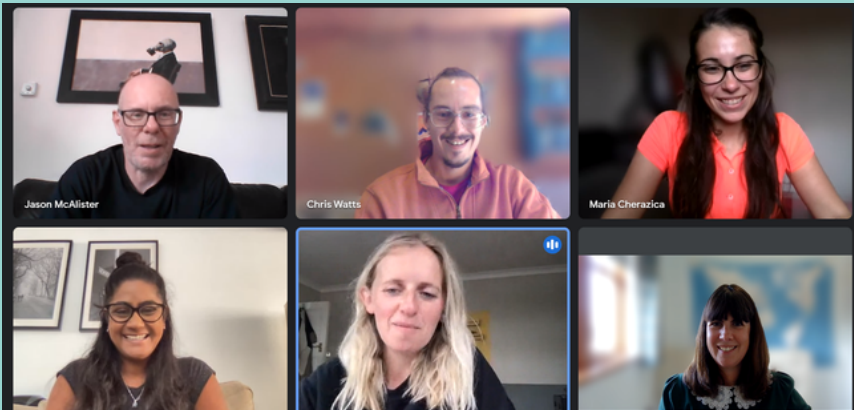


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# FOR SALES HELP

*get in touch*



You can reach us on the phone: **01309 679620** or via email:

**hello@ethical-sales.co.uk**

Our mission is to take the sting out of sales so your business can change the world, one customer at a time.

We serve a thriving community of business changemakers, innovators and fast-growth startups.

Our services include: sales coaching and training; outbound business development campaigns and sales strategy.

If you would like to talk about your sales challenges with us, please book a meeting:

**<https://calendly.com/corinne-ethical-sales/intromeeting>**

