

Building a local and national sales resource.

On a mission to deliver better cities, fit for the future, Zedify offers a sustainable delivery service from their 12 hubs across the UK with their e-cargo trucks and vans.

The project:

With significant growth plans, Zedify initially contacted Ethical Sales for help with lead generation in the healthcare sector.

After a short pilot, the support was expanded to include managing existing warm prospects at a national level and the rollout of local sales plans. Outbound sales activities included virtual approaches and in-person doorstep engagement with local business owners.

During this time the internal sales team experienced many changes, including the recruitment of a new Chief Commercial Officer and Partnerships Manager.

Case Study



Results:

- Over 40 national-level sales meetings secured for the team from new business prospecting and existing warm lead list worth over £500k in contract values.
- Successful launch of Tower Hamlets Chrisp Street campaign with a 90% engagement rate of local businesses delivered with doorstep sales activities.
- Increased sales resources to support the re-launch of Bristol and launch of Plymouth hubs.

Learnings:

- In a highly competitive and complex sales environment, it is essential to generate a steady stream of new business opportunities in order to hit growth targets.
- Leveraging national partnerships to benefit local sales hubs was the most cost-effective strategy in terms of sales team time and activities.
- Doorstep sales activities were a highly effective way to connect with small or micro businesses to raise awareness of the new zero-emissions delivery service available to them.



“We're relatively unique in prioritising local growth alongside national account development, Ethical Sales were able to actively contribute at every level.

The team integrated well and were able to engage with internal stakeholders across the organisation, which meant we were able to avoid communication bottlenecks to build an efficient sales engine.

Ethical Sales proved an invaluable resource. Corinne and the team are accommodating and happy to adapt to the changing requirements we had over our year working together.”



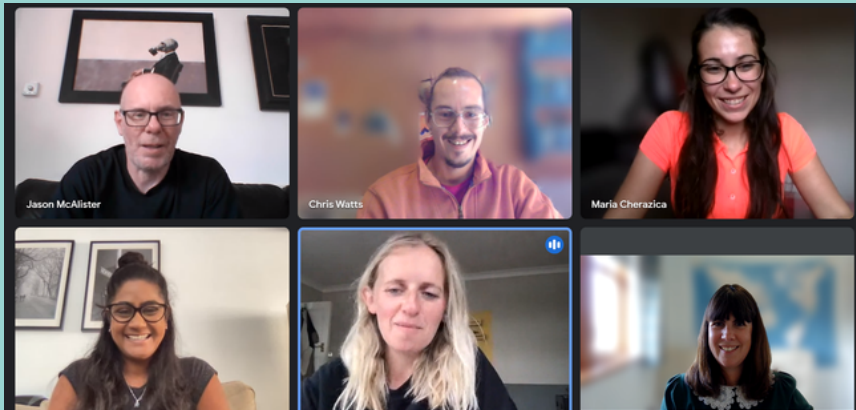
Jon Williams



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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>

