

Case Study



Company: Megabites Catering Ltd MD: Lynda Naftel

Company History

Catering and Wholesale Sandwiches

Established: 1992

Number of employees: 13 part time

Q. What were the areas within the business that you had wanted to improve?

A. I wanted to improve my own sales and marketing skills

Q. How did the coaching help you to identifying new opportunities within your business?

A. The coaching revealed a whole new side of the business which until then I had been totally unaware of. It has given me a great deal of confidence and a feeling of structure that I can use to move forward. The coaching has been so worthwhile and has made a terrific difference to my whole attitude, I feel far more in control of my own business now.

Q. What difference financially have those areas of improvement made to your business?

A. The potential difference is vast and could in time perhaps increase sales by 40 - 50%, perhaps even more

Q. How will these changes enable your business to grow?

A. We will need to employ more people soon to bake the extra products needed to stock the required machine's, we may also need to look at larger premises in the future

Q. How did you feel personally about sales before joining the programme?

A. Sales is an area which filled me with dread, I was not a sales person (note I use the past tense), however I am far more positive after a course from Acumen

Q. How do you feel about generating new or additional sales now?

A. I see this as a continuing and necessary part of the business, this will always be the case, sales are here to stay.

Q. Please comment on the courses that you attended:

Know and Grow

Calls That Count

Opportunity Knocks

Times Up

Lift off - Introduction to Sales

A. I attended all the above courses, each was beneficial to me and each was recommended by Acumen who assessed what I needed. I feel they really knew what was necessary in my case and advised in a very individual and bespoke fashion, I am sure this would be the same for all their clients but it does feel that they really do help in a personal way.

Q. When considering the overall training, coaching and support from "Acumen Sales Coaching" could you please comment on this.

A. The overall training has been superb, the coaching and support is just wonderful, I really feel that I could contact you for advice or help and for that and all the confidence you have given me I thank you so very much