

Case Study

Company
Coffetek Ltd

Sector
Food and drink manufacturing

Services provided

- Business development training
- New business sales training



Coffetek

A UK based Automatic Coffee Machine manufacturer with over 30 years of experience. Coffetek started life in Portishead, N. Somerset and grew to acquire around 40% of the commercial coffee machine vendors' market.

In 2017 the company was purchased by Azkoyen Group, a Spanish technology multinational specialising in the design and manufacture of advanced technological solutions. Through their combined expertise and resources, they now distribute the most comprehensive refreshment solutions throughout Europe, America and Australasia.

How Your Business Development Team helped

As is typical in their industry, Coffetek's sales team was made of long-standing Account Managers who maintained excellent client relations. Their traditional function has mainly been to generate repeat and additional business from existing, large accounts.

Due to forecasted changes in the vending marketplace, it has become apparent that new business development is key to maintaining current growth revenue targets. To tackle this the company took on new team members with less sales and industry experience to support the additional work required.

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It was also identified by the senior management team that the existing team will need upskilling to allow them to cover both account management and new business targets.

To tackle this and develop the team, Yafit at YBDT developed and delivered a tailored business development programme to support new business skills training. The programme also included the creation of individual new business development plans for each Account Manager.



Here is what the client had to say:

Whilst our sales team were excellent account managers, we were lacking the 'hunger' for new business. I approached YBDT with this and following a consultation, we agreed a training program to train, coach and develop our team. The results have been very positive and the delivery of content from Yafit very engaging.

It has been refreshing to have somebody genuinely interested in understanding our business and products and then tailoring new business development coaching to suit our business and the individual team.

I would recommend Yafit and her business to others!

Ian Johnston, Sales Director. Coffetek