

How do you create sustainable growth?

Growing beyond the rainmakers

OEM Technology Solutions is a small and very smart Australian company that apply technology, innovative engineering and design services to develop control and automation products and systems. Their products are used in industrial, commercial and defence applications locally and increasingly in global markets. Their unique IP is derived from years of research and development and extensive hands on experience in the automation and controls industry.

Common to many small and medium sized (SME) organisations is the fact that the owners are their best sales people – the rainmakers. This is true for the directors of OEM, James Mcleod and Richard Gobe, having built the business over 15 years they know the market, their customers and of course no individual can represent their advanced technology products or expertise more effectively.

The expertise of the owners in selling can start a business, and grow a business profitably – and modestly in the case of OEM at around 5% per annum. However ultimately a business needs to manage growth on a sustainable basis where sales are generated independent of the personal efforts and skills of the owners. OEM had appointed sales people in the past, however without demonstrable and consistent sales impact. In fact the directors chose to let the sales people go ... and sales increased!

Growth was a modest 5% when Sales Positive was engaged by OEM, and in the following year **growth of 20%** was achieved. In addition a substantial and **long term order** book for unique IP OEM products was built, and **double-digit growth** is forecast for 2010.

Sales Positive was initially engaged to undertake a Sales Audit. This provided a clear picture of



where the company's sales capability was, and specific, low risk and pragmatic recommendations. Thereafter OEM continued to work with Sales Positive as a Sales Partner to prepare a Sales Plan and implement, monitor and update the implementation.

Some of the key initiatives included:

- Building internal sales capability to free directors to sell
- Freeing a project manager to build sales opportunities interstate
- Integrating the sales plan with a marketing campaign of regular communication and promotions with prospects and customers
- Holding regular sales meetings to monitor progress against targets

Having achieved profitable growth, and by securing a strong forward order book, as well as a strong sales culture, OEM is well placed to make additional investment in sales capability in the future.

"The main benefit of working with Sales Positive has been the wealth of knowledge John has brought to the business and his structured approach to achieving sales success." James McLeod, MD.

Tough and Smart

OEM has a clear brand idea with its "Tough and Smart" strapline. One OEM system application is building computers that run air conditioners on trains. This is a task beyond your typical desktop computer! Think of the vibration in the environment, and the extremes of temperatures from crossing the Nullabor in Australia to cold Moscow sidings. OEM is an Australian export success story with their "Tough and Smart" products used in every continent of the world.

For further information call John Huggart at Sales Positive on +61 2 8004 3442 or visit www.oem.net.au www.salespositive.com.au