



explore, engage, execute, evaluate



## Logobrand Case Study

### The Client

Logobrand Field Marketing are the UK's leading provider of retail field marketing for branded goods and also provide major suppliers of these with sophisticated, real time statistical intelligence about the ongoing success of sales and promotions in supermarkets and retail outlets around the country.

Originally started over 20 years ago, Logobrand has a 400 strong nationwide field team who visit outlets such as Tesco, Asda, Sainsbury and Morrisons. They give feedback on store performance and provide Point of Sale data analysis to household grocery names such as Douwe Egberts, Muller and Wrigleys.

### Coaching

In the middle of 2013, Logobrand Managing Director Sally Davis and her team began working with Mike Epton from CMBD. The objective was to create a business strategy and action plan to double the size of the business within 3 years and this was achieved. Every area of the business was scrutinised and objectives and actions were agreed to drive sales, improve the competitive advantage and get employee commitment to the process.

Mike, an executive coach for over 15 years, said;

*"I know from personal experience that when your business is already flat out, it's very difficult to take the time to reflect on the next stage of development and it can be even more difficult to drum up enthusiasm for the project. This is when an experienced coach can really help."*

As well as improving the digital solutions that Logobrand provided to their customers, a great deal of effort was put into the employees with a concerted programme of communication and training. New senior posts were created to drive sales and this also gave Sally the capacity to address other parts of the business.

Mike coached Sally for just over a year, helping to embed the plan and make changes as the business evolved. Now almost 3 years later he has

returned to help with the next stage of the company's evolution.

### Training and Development

Before Mike started coaching Sally in 2013, she had previously used CMBD for various training interventions and requirements. Logobrand were already well aware of the benefits that training can deliver.

As part of the training and development plan, Sally herself completed both the Chartered Management Institute (CMI) Level 5 & 7 Leadership and Management programmes and other members of the management team completed CMI Level 3 & 5 programmes. Customer facing staff got involved with sales skills courses, presentation skills training, project management and coaching skills and the whole Logobrand team took part in a weekend of outdoor activity at a team builder event.

Now in 2016 the emphasis is changing to reflect the ongoing development needs, with a focus on subjects like Value Proposition Design and Key Account Management to drive value and competitive advantage.

CMBD's Training Director Brent Warren said;

*"Sally and her team at Logobrand have always understood the value of investing in training. Having got the underpinning knowledge in place, they are now looking at the skills and attitudes required to reach their strategic objectives. They want to achieve this by creating an environment in which their people can thrive and grow."*



**Sally and her team winning the 2015 Field Marketing Agency of the Year Award**



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### Consultancy

Growth brings problems of its own as systems and processes no longer support increased levels of business. CMBD have experts and specialists able help clients with specific areas such as HR, recruitment, finance and process design.

Current CMBD support to Logobrand includes Business Improvement Techniques (BIT's), aimed at improving and stabilising processes to maximise efficiency while still retaining the flexibility to meet changing customer demands, Customer Service support, the development of the appraisal and personal development systems and a financial review is examining current practice to check it is 'fit for purpose' and establishing new KPI's to support the company's growth ambitions.

### What does the client think?



Sally Davis MD Logobrand says;

*"Logobrand has worked with Brent, Mike and the CMBD team for over 10 years. I trust them implicitly to advise, make recommendations, then deliver all of our business training, coaching and*

*"I trust them implicitly to advise, make recommendations, then deliver all of our business training, coaching and development needs." Sally*

*development needs. Over the years, Brent and Mike have taken the time and care to thoroughly understand our business and the characters within it, and to help us ensure not only that our training and development budgets are maximised, but also that the investment has a clear strategic aim feeding into our company strategy and vision.*

*Little of the support we have received over the years could be classed as 'off the shelf'. Support has been tailored to our specific needs and the benefits of this personalised approach can be clearly seen in the impact on our people following interaction with the CMBD team.*

*Our relationship spans from formal CMI qualification training, to them cooking our team bacon sandwiches for breakfast on team building weekends!*

*The support that Mike gave us during the Growth Accelerator programme was fantastic. He was fundamental not only in helping us grow by 38% YOY last year, but in ensuring that the growth was fully sustainable, giving us confidence or challenging us whenever we doubted ourselves or questioned if we were doing the right thing.*

*Over the years of managing a growing and challenging business, I have regularly sought advice from Brent and Mike and have always been touched by the level of support they have both given me personally. Not only are they training development providers, but a real sounding board for general business strategy and the challenges we have faced over the years.*

*Their approach is very proactive and they offer a great deal of flexibility. Their service level would be extremely hard to come close to, let alone beat."*

**Sally Davis MD Logobrand Field Marketing**

