



Sales Acceleration: AKAD University

Objective: Grow B2B revenues of a private university. Create the basis for long-term growth in a highly competitive market.

Challenge: Private equity firm' Aurelius is invested in private university AKAD. The university is struggling with volatile sales to existing B2B customers and, as a result, very limited ability to plan. The sales cycles in B2B are long. There is a lack of professional sales coverage models as well as a segmentation of customers according to sales and profitability criteria. Meanwhile, the main competitor is pulling away from AKAD.

Approach: SWOT and portfolio analysis, evaluation of data on business performance, assessment of team skills. Analysis of sales processes and operating model. Mystery shopping to analyze the typical customer journey and bottlenecks in the sales cycle. Segmentation of customers. Subsequently development of strategy and actions to ensure quick wins as well as long-term growth.

Result: b2B sales team hit an all-time revenue high in just one year. Following the recommendations, the organization was optimized and coverage models implemented. Sales operating model was improved. Customers were segmented to allow laser-focus on accounts with high profitability and growth potential. The already approved introduction of a new CRM was supplemented with sales-relevant features in terms of dashboards and KPIs. The data aggregated in the process will be continued to measure performance and allow data-driven, customer-centric sales management.

