

the
move team

Case Study: Motivating Performance, Exceeding Targets

INDUSTRY



Removals



The Move Team HQ is in Eastbourne and services domestic and commercial customers across London and Sussex.

COMPANY SIZE



Customers



Over 2000 removals carried out annually

5 HQ Employees

Plus 5 drivers and support

HISTORY



2006 Established

2008 1000+ removals per year

2014 2000+ removals per year

"We needed an external eye on our self-built in-house processes to 'sense check' a lot of what we were doing. We thought it would be a huge task and we had no idea where to start.

By understanding our processes, Grace helped us develop our growth strategy for the overall business; then she broke this down into achievable targets for each part. We can now speed up our growth and aim for a 30% increase in sales this year using our new growth targets."

Andrew Murphy, Managing Director, The Move Team

30%
Sales
Growth!

IMPROVEMENT OBJECTIVES

Create measurable targets that will deliver outstanding **growth of 30% in 2017**. The leadership team will know how well the business is performing and be confident they are not missing opportunities, and team members have a clear understanding of how they each contribute to business success.

REVIEWING THE BUSINESS

Knowing how the different parts of the business are performing identified where the business is strong and where there are opportunities to improve.

This provided a baseline of how well the business is performing today.

TARGETS TO DRIVE GROWTH

Growth targets were set across all parts of the business, mirroring and measuring the customer journey.

These will stop any customers dropping out of the sales process, improve conversion rates and increase revenues by a target of 30%.

INDIVIDUAL CONTRIBUTIONS

Breaking overall business objectives down into smaller targets turned large goals into day-to-day tasks and activities.

This consistently moves both team and business towards those all-important overall business growth targets.

30% SALES GROWTH TARGETS AND STRATEGY DEVELOPED!

Assessing which parts of the business make it successful, as well as core capabilities, identified the areas that need to be measured on a macro level so improvement targets could be set. The whole team understands the role they play in achieving the growth planned for 2017, and performance can be monitored throughout the year.