

Sales Enablement

FT FINANCIAL
TIMES

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**UK'S LEADING
MANAGEMENT
CONSULTANTS 2025**



April 25 | whitespacestrategy.com

Sales Performance Improvement

Our modular three-stage sales enablement programme maps current practices, highlights challenges, and delivers targeted solutions to transform your sales performance, all backed by data-driven insights and actionable recommendations that drive in-year benefits

We are award winning specialists in growth & digital transformation

We use primary research and data analytics to create clear, granular strategy; with the option to implement targeted digital solutions at pace

- Named one of the UK's leading consulting firms for the last 5 years
- Based in Oxford UK, founded in 2005. Owned by Palladium Group



Strategy



Innovation, Growth & New Business Models



Digital Transformation

The FT rating of the UK's leading management consultants is based on recommendations by clients and peers

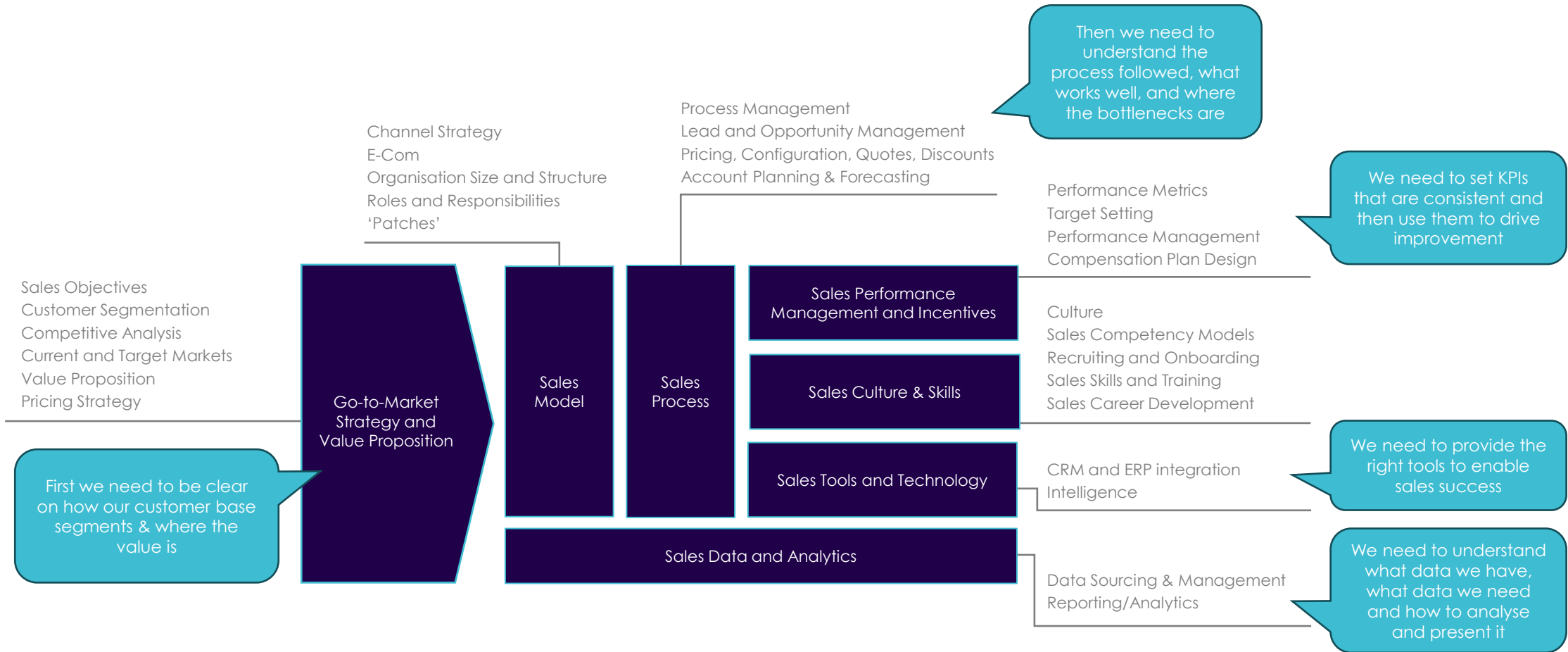


WE ARE B2B SPECIALISTS, WITH BROAD, CROSS-SECTOR EXPERTISE



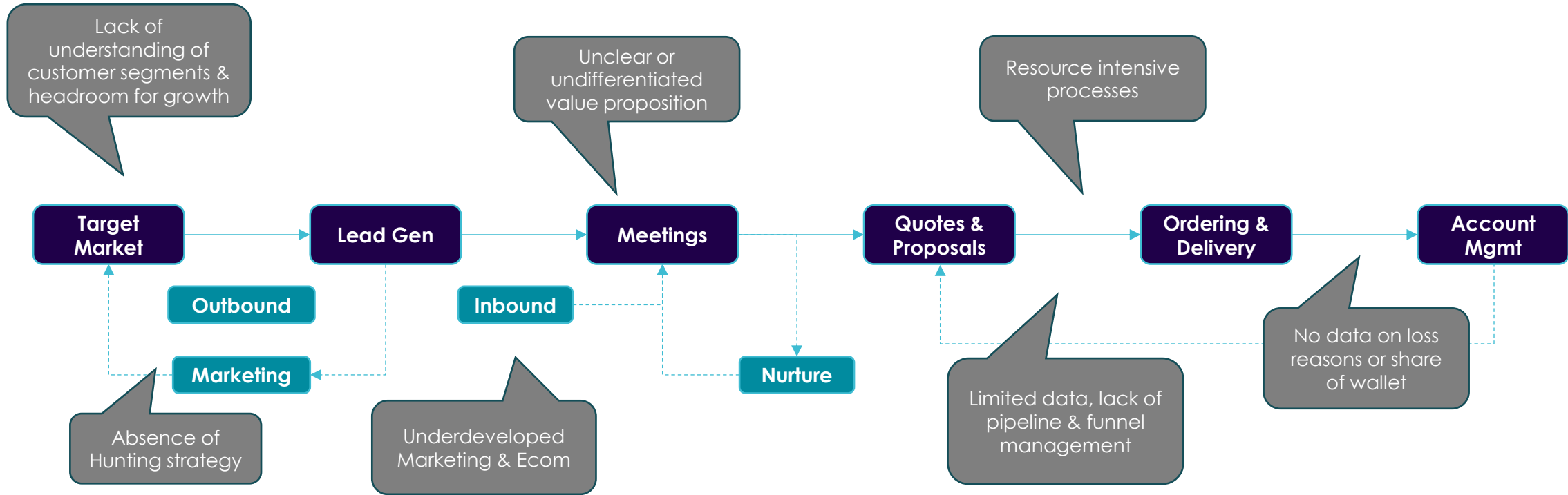
When we consider sales & marketing effectiveness, there are a number of component parts

Assessment Framework

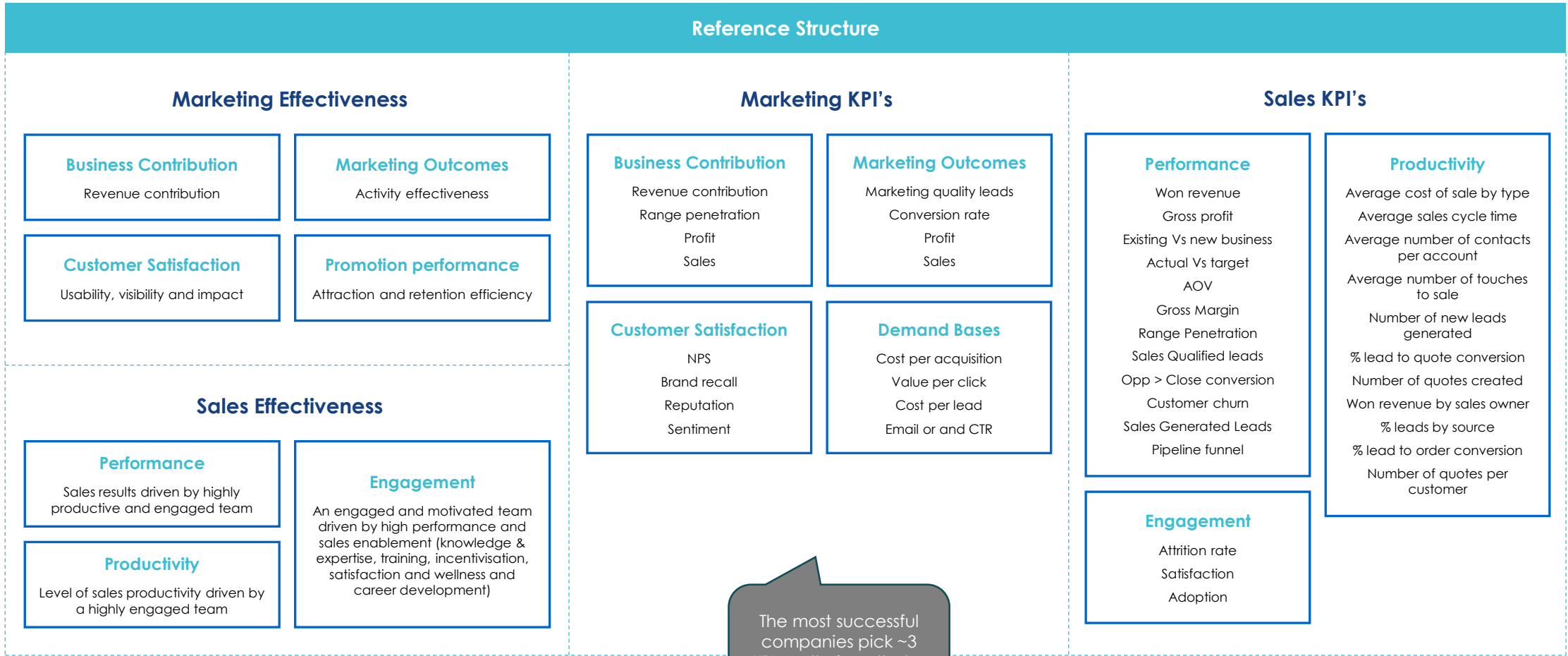


Common issues we find in B2B sales processes

Common Issues



Typical S&M KPIs used by B2B companies



The most successful companies pick ~3 KPIs as their north star metrics

We offer a modular Sales Enablement programme

Modular Approach

Quick Wins

What do management feel are the main issues with the sales process? Where are there immediate opportunities to improve?

Workshop

Management workshop to discuss key concerns with the sales process, potential solutions & size of the prize if solved



Quick Wins & Business Case

Assessment

Internal Interviews

Interviews with management, sales leaders & sales team representatives to understand current processes, what works well and what 'gets in the way' of sales

Data Analysis

Review of existing sales documentation such as processes, strategy documents, value propositions, org charts & incentive plans; high level analysis of customer base, sales data and any dashboards. Review of ecom data if applicable

Customer & Market Insight

Interviews or survey with existing customers and prospects to understand needs, drivers, buying behaviour and perception vs the competition. Competitor analysis to understand strategy and value proposition



Sales Maturity Assessment & Roadmap

Implementation

Customer & Market Segmentation

Management Data & KPIs

Process Improvement & Automation

Ecom & Digital

Sales Training

Interim Sales Director



Tangible Performance Improvement

White Space Strategy is a team of industry-leading strategy & sales experts and experienced research analysts

Team

Senior leadership team

Market experts with decades of experience supporting clients to build and achieve their strategic visions



Nick Edwards
MA Oxon

MD and Founder

*Packaging,
Industrials*



Sophie Lyall
MA Cantab

Director

*Paper & Packaging,
Energy, Insurance*



Andrew Downs
BA

Director

*Industrials,
Technology*



Jon Turpin
BSc, PGCE

*Senior Engagement
Manager*

*Energy, FMCG,
Healthcare*



Simon Stephen

Associate Director

*Experienced B2B
Sales Director*

Team leaders

Experienced project managers with a wealth of expertise overseeing delivery of high-level strategic and tactical research work across a variety of industries

Analyst team

Research consultants with extensive primary market interview experience and industry-leading data analytics capabilities

WHAT OUR CLIENTS THINK OF US



"Their focus and expertise in cutting through noise and uncovering opportunity helped deliver triple figure growth. And on top of this they are an absolute pleasure to work with"

Managing Director, Ordnance Survey Leisure



"It was a pleasure working with White Space. They have a refreshing approach, coming with concrete examples & recommendations. Great ability to keep things simple"

Chief Financial Officer, Unilever Food Solutions

SAMSUNG

"All the intellectual capability of McKinsey or Bain, without the cost or arrogance. That's rare. They'll tell me if I'm being unreasonable. And they'll listen to other ideas. It's a two-way relationship"

Strategy and Transformation Director, Samsung



"Bright, approachable people who elevate the quality of the decisions I make. They can handle lots of data, find insights and present me with a simple set of conclusions. They take on very difficult problems, and solve them with a minimum of fuss and bull"

Group Head of Strategy, DS Smith

CLIENT SATISFACTION = 9.1 / 10 | NPS = +74

Sales Enablement programme for FTSE 100 Industrials business

What is our current level of sales maturity across divisions? What are the 3 key things each need to improve? How can we get there quickly?

The Context

Global Industrial Distribution wanted to create a platform for continuous above market growth by improving the sales processes, culture and performance of each of their many Divisions.

They wanted to understand the level of sales maturity and best practice in each business unit, as well as key areas for investment and improvement. With a roadmap with clear next steps on implementation

The Outcomes

- White Space completed 100+ interviews with management, sales leaders and teams; and analysed 300+ documents and data files
- We adapted our sales enablement model to fit the market and company specifically
- We then assessed each of the business units against the model and gave each unit 3-4 clear actions to improve
- **Group wide learnings and best practice were drawn out and discussed at a global leadership conference**
- **Clear roadmap for implementation delivered, along with modular support options for the Group to consider funding to speed up performance improvement**
- **A common sales language and evaluation criteria were developed as a by-product and used both within the group and to assess potential M&A targets**



white space
STRATEGY

