

ABOUT US

OptiVend Solutions with Ben Sidey empowers defence SME's through a sell with, sell through and sell too, driven sales campaign strategy.

Defence is a unique eco-system where proper stakeholder coverage and a true plan is essential.

The sales journey started within a defence SME, where campaign planning, and proper mentorship saw me close over £600k within the first year. My sales experience then grew through leading an AUKUS campaign, building partner relations overseas, as well as running a sales team of 10, breaking company records.

I deliver results for defence companies seeking real growth.

COMMERCIAL GROWTH SUPPORT FOR THE DEFENCE INDUSTRY

Focused, credible and execution-driven support helping defence SMEs win, position and grow.

WHAT DO WE DO?

HANDS-ON SALES SUPPORT

we join the sales team, lead generation, demos, exhibitions. Practical, proven, real support.



BID MANAGEMENT AND FRAMEWORK SUPPORT

We identify the right frameworks and bid opportunities. Framework onboarding to contract award.



BUSINESS DEVELOPMENT, AND STRATEGY PLANNING

We develop an actionable and repeatable sales process, campaign plan, and strategy for long term growth.



OptiVend.

Supporting SME's within the defence Industry, ensuring success after service.

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