

# ABOUT US

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

We believe in a proactive and strategic approach to sales empowerment. Our philosophy is rooted in driving transformative growth for businesses through personalized strategies and relentless resiliance.

My journey started as a lead sales consultant for a major blue-chip company in the UK, where I honed my skills in driving revenue and building strategic partnerships. This expertise led me to Sydney, Australia, where I continued to deliver exceptional results for businesses seeking rapid growth while running a sales team of 10, breaking company records.

## COMMERCIAL GROWTH SUPPORT FOR SME'S

Focused, practical and execution-driven support helping SMEs win customers, grow revenue, and scale with confidence.

# WHAT DO WE DO?

## HANDS-ON SALES SUPPORT

We embed directly into your sales team to provide practical, hands-on support. From lead generation and sales meetings to demonstrations and exhibition events, we work alongside you to convert opportunities and drive measurable revenue growth.



## BUSINESS DEVELOPMENT, AND STRATEGY PLANNING

We develop clear, actionable business development strategies that focus sales effort where it matters most. Through campaign planning, market research, and partner engagement, we help defence SMEs build a focused pipeline and long-term growth plan.



# OptiVend.

Supporting SME's in unlocking their true potential,

You do what you do best, and we handle the leads.

Together we'll take your business to the next level.

# WHAT HAVE WE DONE FOR COMMERCIAL BUSINESS?

# CASE STUDY

## THE COMPANY

One of the current projects, I am working with through OptiVend, see's me supporting an SME in the Timber machining and finishing industry. The state of affairs before joining was a company spending ¼ of revenue of lead generation with a conversion rate below 10%, and expenses so high they couldn't breakeven.



## THE APPROACH

The approach here was one of multiple avenues. Starting with a financial deep-dive to ensure profit comes first. This involved a financial breakdown, as well as the creation of a new pricing model.

Attention then transitioned to sales, and specifically the conversion rate. Where a new sales process was created, taking the customer on a new journey from lead to close. We fixed the leaky bucket.

A new sales training manual was created, as well as a new influx of retrained staff, to ensure the conversion rate wasn't just fixed in the short term, but a lasting process was built to ensure longevity.

OptiVend also took the reigns of a fairly new sales channel within the business, focusing on project design, as opposed to supply. This allowed the inhouse sales team to focus on just one sales avenue, to ensure optimum results. While the company could rest assured that both channels still had full focus.

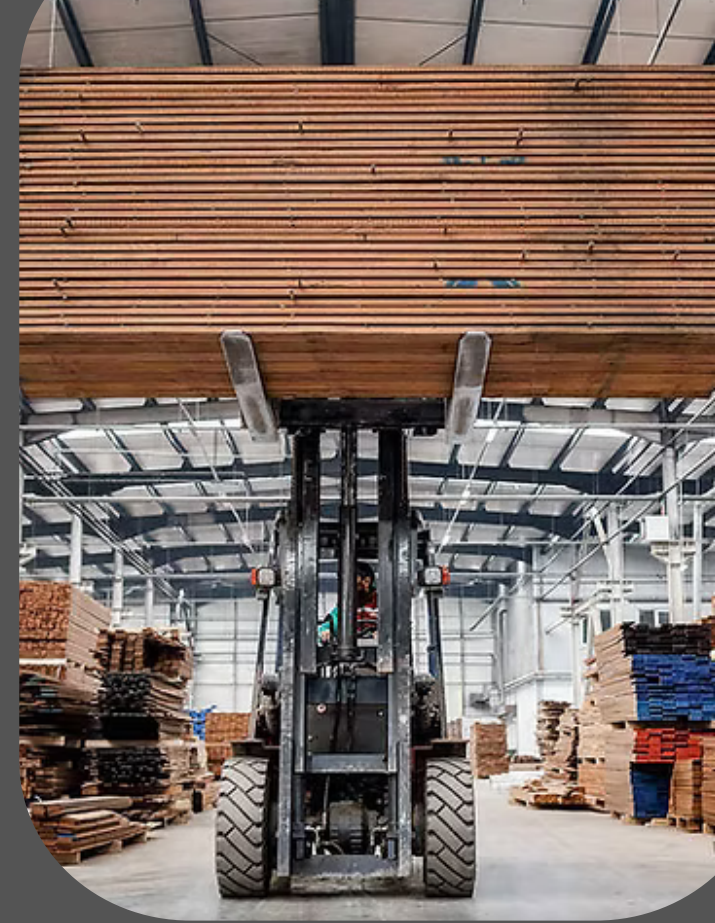


## THE RESULTS

The partnership is still at a very early stage, and while a vast amount of change has occurred, there is still so much more to come.

In the short term OptiVend's client now reaps the rewards of a new pricing model that ensures profit comes first. They have also seen their highest revenue Q1 in the company's history.

***We have driven initial success while ensuring new processes allow for continued growth.***



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<https://www.optivendsolutions.com/terms-and-conditions>

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