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.

WHAT HAVE WE DONE WITHIN THE DEFENCE INDUSTRY?

CASE STUDY

THE COMPANY

One of the current projects I am working with through OptiVend see's me supporting a micro SME reselling a tactical radio solution.

The micro SME was one man army before I joined leaving no real bandwidth for strategy planning or a proper sales campaign.



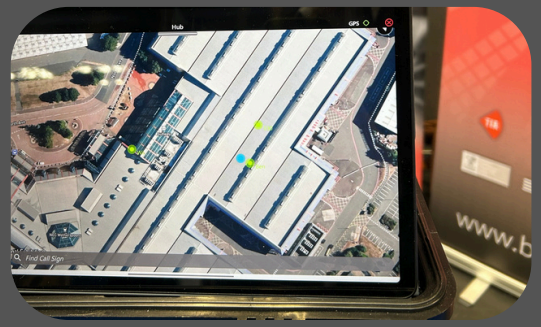
THE APPROACH

I have taken on the lead sales responsibility, building a sell with, sell through, and sell too, market campaign. Alongside stakeholder mapping, and market research to ensure all BD activity is strategically targeted.

This includes new lead generation, product demonstrations, event exhibitions, and direct sales meetings.

A true hands-on sales support approach.





THE RESULTS

We are still in the very early stages of this growth partnership. But we are already seeing real tangible benefit.

There is now a true repeatable sales process in place, in order to not only improve sales in the short term, but to build a lasting system to support on-going growth.

There is also now a consistent lead funnel, supported by strong follow up, turning a startup into an active defence business.

We have also seen an overwhelming improvement on brand awareness, making the product actively discussed and sort after across the MOD.

And the most impactful result of all, is securing an upcoming demo with senior members of ArmyHQ, and there's so much more to follow.

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



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All services are subject to specific contractual terms agreed between the client and OptiVend Solutions.

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