

## Case Study - MindforYou

[www.mindforyou.co.uk](http://www.mindforyou.co.uk)



### Background

A leading UK and Europe Travel & Health Care company (**MindforYou**) specialises in supporting people living with Dementia. The company had been operating since 2015 and turnover in 2019/2020 had reached to just over a quarter of a million with YOY growth.

### Requirement

The business was looking to significantly grow due to the social impact it provides. MindforYou's 2020 goals were to double in turnover, increase conversion rates by 12%, as well as achieve monthly sales targets for new and existing guests.

### Approach

MindforYou engaged with **Jamie Martin** (Managing Director of Correct Careers Coaching) to conduct a full company review to analyse MindforYou's business within the areas of:

- Strategic approach to selling.
- Evaluation of the sales team (knowledge and skills).
- Reviewing the current process and procedures for the size of this organisation.
- Assessment of the ICT and data analytics utilised for selling.
- Analysis of the materials and resources used during the sales process.
- The application of MindforYou's social media.

### Results

Jamie produced a 37-page sales strategy report to support with the areas above for streamlining and adapting elements to achieve the company's goals and improve the gross sales.

**"We have been applying your recommendations in using Mail Chimp more effectively to follow sales leads for our new virtual service, 'The Joy Inside' and investing time in getting our social media posts more consistent and, I think a higher quality. Just some of the outputs from your review of MindforYou that we are already applying."**

Shortly after, MindforYou were able to implement most of Jamie's recommendations until COVID-19 caused social isolation. MindforYou have now adapted their strategy and developed MindforYou at Home.

### **Testimonial from MindforYou - Carol Sargent (CEO)**

"I was introduced to Jamie by one of our board members to review our existing sales strategy/processes, identify our strengths/weaknesses and make recommendations to ensure we achieve our 2020 sales targets.

Right from the start I was impressed by Jamie's personal approach and his desire to fully understand the way in which my organisation was operating ahead of spending a day with my team. Ahead of visiting my team Jamie sought a significant amount of background information. With each request I gained confidence that Jamie was truly understanding the opportunities and challenges within my organisation.

Jamie spent a significant amount of time with me to further understand the business and the tolerances and willingness we had towards change. His approach with my team was open, friendly, and gently probing. His enthusiasm was infectious, making my organisation comfortable and willing to take on board any recommendation he made.

His report was generated very rapidly and again his requests for additional information highlighted his desire to ensure the recommendations made were realistic and fully considered our existing processes. The final report was thorough and provided our organisation with an excellent external review of our sales strategy and processes.

Furthermore, his recommendations to implement new strategies/processes and areas we should be retained were described and linked to a business rationale. Sadly, the COVID-19 pandemic has precluded us from implementing most of his recommendations, but we started using several straight away, all of which have been very helpful.

I would have no hesitation in recommending Jamie to any business wanting a thorough evaluation of their sales strategy/processes with challenging yet achievable recommendations."

Jamie Martin BSc (Hons), PGCert



**Correct Careers Coaching - Managing Director & Founder**

**Modern Sales Trainer & Strategist | Career Coach**  
**Sales Training & Strategy to Transform Businesses**

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