



Case Study

Defining a strategy for a new era



benenden has been providing healthcare to UK customers and members since 1905 and is the leader in its field. In recent years the market demanded that benenden provide new, innovative services. We developed a strategy for a new era to fully harness this demand and provide best value.

benenden has been providing a unique healthcare service for well over a century.

In a rapidly evolving marketplace - throwing up both threats and opportunities - we were commissioned to undertake a full scale, no holds barred review of benenden's group sales strategy and processes.

This review led to our reporting top level, strategic sales and marketing recommendations to the group's Board. In parallel we helped hone benenden's core sales messages and developed a new corporate sales presentation.



As we now move to diversify and grow our business we sought a strategic business partner able to quickly understand our needs for sales development and to help define our top level plan for future sales success.

We commissioned ... a root and branch review of our sales function ... throughout they impressed us with their thoughtfulness, professionalism and dedication.

Lawrence Christensen, Group Marketing Director, benenden

