

Driving revenue for Royal Mail

Sourcing, identifying and closing opportunities with existing customers and prospects.



Royal Mail's vision is to be recognised as the best delivery company in the UK and Europe.

What the customer wants

Royal Mail focusses on its core business using a three-part strategy covering parcels, letters and customers. At the same time, it supports continued provision of the Universal Service, and generates sustainable shareholder value.

The business is also continually finding new ways to grow in all three strategic areas.

CPM and Royal Mail

CPM – the outsourced sales agency arm of B2B Smart – has been working with Royal Mail since 2008, delivering B2B sales to SMEs.

In this highly competitive market, CPM's objective is to grow revenues across all Royal Mail products, including domestic and international.

How CPM delivers

CPM's Royal Mail operation is run from a high-performance Sales Contact Centre in Warrington. A high-calibre sales team of 50 professionals, working within a dedicated management structure, operates across 3 key business streams:

- **Proactive New Business** – our Business Development Managers create and close opportunities to generate new revenue sources. This is a sophisticated, consultative sell, and requires not only an in-depth understanding of the customer's needs but also close pipeline

management. For Royal Mail, where appropriate, the team works closely with the business's own field teams to secure the sale. The collaboration has closed deals worth as much as £2m.

- **Account Management** – our Account Managers are responsible for maintaining and growing revenue, by gaining a thorough understanding of customers' businesses and building strong relationships. They also proactively protect their portfolio of customers from competition. CPM manages an overall customer base worth over £200m.
- **Reactive New Business Lead Response** – this is the team which creates customers' first impressions of the Royal Mail brand. Responding quickly to prospects' enquiries, they understand their needs, match them to the right product or service, and encourage them to become a new Royal Mail customer.

Delivering results and ROI

- **£280m+ new sales revenue since 2008**
- **110%+ average delivery against Royal Mail targets, YOY**
- **From £7:1 to over £12:1 ROI improvement**

CPM has also created an in-depth sales pipeline management system, and a performance management "Plan for Success" programme. Both have been adopted by Royal Mail's in-house sales team.

"CPM creates revenue, brings new thinking, and gives me flexibility of options that help me achieve my business goals. CPM was the first agency of any in Royal Mail to overcome any concerns of how an outsourcer can meet our business needs. This has been proved beyond doubt through CPM working with our management team, and of course the results which they consistently deliver."

Graham Davis,
Director of Sales & Channels,
Royal Mail

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