BRAINBOX Offshoring

A Case Study

How Pressure Dynamics Maximises Direct Client Contact Time and Reduces Workload

About Pressure Dynamics

Pressure Dynamics is an OEM company with 42 years of experience specialising in manufacturing, engineering and maintaining Hydraulic and Lifting Systems in Energy, Mining and Defence. Established in 1979, Pressure Dynamics started from a three-man team to now over 65 employees, situated across five locations and growing.

Business Need

The Pressure Dynamics sales cycle can be long, complex and technically challenging. The sales process involves multiple client contacts, presentations, sales proposals and supporting technical documentation. Underpinning this is a need to remain in regular contact with a network of industry professionals, sponsor events, attend conferences, and maintain an active industry presence.

Business development executives are time poor, and every minute spent on back-office tasks is a minute not spent in front of potential customers to build relationships and seek out value-adding opportunities in their business. Pressure Dynamics required additional resourcing to reduce the back-office workload of busy business development executives, maximising their direct client contact time.

Brainbox Support

Brainbox provided dedicated sales support personnel to Pressure Dynamics, with duties encompassing:

- CRM management
- Meeting notes into CRM records
- Monthly sales reports
- Tender coordination
- Tender document building
- Presentation preparation
- Website content and publication
- Social media content and posting
- Company LinkedIn management
- Case studies and documentation

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Outcomes

Pressure Dynamics has been pleased with the difference that Brainbox personnel has made in their operational capacity, with sales support tasks now managed remotely and many automated to a higher degree of efficiency. For example, the once onerous task of building complex tender documentation from multiple knowledge sources is now largely automated through Janina as a central point of contact, ensuring much higher levels of document consistency and brand alignment. More time is now available for business development executives to undertake higher order tasks and to engage more deeply with clients.

> *Janina has been a welcome addition to Pressure Dynamics. She handles all the routine sales administration tasks, and has also taken on corporate social media duties, many aspects of marketing, and diary coordination. She has quickly become a valued team member.*

Steve Harris
Commercial Director