

Hardcat / Red e-solutions

A sales structure which doubled turnover!



"A World Leader in Fixed Asset Management"

Hardcat are global specialists in the asset management industry. Highly regarded for their practical experience in the implementation and support of asset management processes, Hardcat Asset Management Software is used internationally to manage, maintain and control assets for some of the most well known organisations in the world. www.hardcat.com



Ashley Neale (Red e-solutions Director), Dan Drum (Hardcat CEO) and Andrew Johnson (Red e-solutions Associate)

Successful for over 20 years, Hardcat engaged Red e-solutions to take their company to another level in growth and performance - on an international scale. Hardcat has an extensive customer base and sought to create a scalable and replicable sales methodology to drive their growth.

Hardcat selected Red e-solutions based on its industry experience and sales credibility. With recent sales management and mentoring experience, leading sales teams to multi-million dollar targets, Red e-solutions was tasked with providing Hardcat with a winning sales process, while reviewing the capabilities of the sales team.

Senior Associate, Andrew Johnson, personalised a sales methodology to the Hardcat sales process, enabling Hardcat to reliably forecast future sales. This process was then automated into the newly developed Hardcat CRM, HardPeople. HardPeople simplifies and automates the sales activities required to continue the success of Hardcat. This CRM product dramatically reduced the administration overhead and reporting requirements of all stakeholders.

As a result of the implemented processes, guidance and practical skills applied, Hardcat experienced a 100% improvement on the previous quarter's revenue, which was repeated in the following quarter.

CEO of Hardcat, Dan Drum, has this to say about the experience of working with Red e-solutions: "Red e-solutions managed to take our sales team to a more comprehensive qualification procedure with respect to potential prospects, as well as achieving above budget results at the same time."



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