



How the Supply Chain North East Project helped me...

We spoke with IT Specialists, Lucid Technology Solutions, who, following their recent engagement with the Supply Chain North East Project, have reviewed their sales tactics and are now engaging with new clients in new ways.

Q When did you initially become part of the Supply Chain programme?

A In August 2020, we were invited to attend NEPIC's monthly members' meeting, Cluster Connect. Here we heard about the fantastic support that the SCNE programme was providing to SMEs across the region. Keen to expand our portfolio of B2B clients across new sectors, we signed up right away.

How has Supply Chain helped your business so far?

The support and guidance provided by the Supply Chain North East project, through intensive sales and business development training sessions and 1-2-1 support, offered me with the insight needed to refresh approaches in some areas but also highlight the things I am already doing well. It is important to re-train, upskill and review your approaches, especially over the lockdown period.

Would you recommend the programme to other businesses?

I would highly recommend the project to other businesses as it was a fantastic experience and offers the opportunity to evaluate and refresh your thinking.

I learnt a lot from the sales support sessions I attended including basic tactics, such as not being too direct and going for the sell, rather working to build a trusting relationship with the client. It is important now more than ever, to build a good relationship with clients and prospects. If I receive a cold call in the future, I will be sure to share this advice!

What recent developments / successes has your company attained?

As a result of being involved in the programme, we have been able to raise our company profile and expand our network. We are now receiving enquiries from potential clients requesting meetings rather than leads purely being generated through us reaching out to potential prospects. Not only is this offering a new, efficient way of working, it is also allowing us to engage with clients more and gain valuable, new leads.

For more information on Lucid Technology, please visit: www.lucidgrp.co.uk or contact Cheryl Spears, Sales Director, on 07948 239550 | cheryl.spears@lucidgrp.co.uk

Want to diversify your offering expand your customer base and unlock new opportunities? Find out more about the Supply Chain North East Programme at:
www.supplychainnortheast.co.uk