The challenge

➢ Laurent is responsible for 4 Plaza bowling units: 3 in France (Grand Quevilly, Saint Maximin, Reims Thillois) and 1 in Belgium (Wevelgem).

➢ 2013-2014 : HR construction (the right person at the right place) => Done

➢ 2014-2015 : to confirm/to anchor (cost mgt) => Done

➢ 2015-2016 : development diversification (turnover) => next challenge

➢ With the vision to offer in 2019 a 'multi-entertainment-center' experience to both B2B and B2C customers, an adapted commercial approach is necessary (intervention MI).

➢ Knowing that internal sales is according to expectation but that the bowling income stagnates, the focus is to obtain the objective in developing B2B activities (multi entertainment platform => plan exist already). As today the B2B revenue is 11.5% of the total turnover (3 French Units). The intention is to increase this % up to 30 à 40% by the end of 2017.

Our solution

To realize the ambitions with a plan that matches Plaza Bowling's hands-on approach, we proposed :

1. An unbiased analysis of the facts
2. Tailor made workshops, with an innovative input
3. Follow-up possible by means of individual coaching to confirm the implementation
4. An approach based on your philosophy ➔ hands-on, pragmatic and very concrete
5. A plan immediately applicable with a direct impact on the results
6. A plan that makes changes possible in an inspiring, challenging and encouraging way and that will reinforce the dynamics between all team members

1. Intake with Laurent and Florian to confirm the red line

1. Definitive plan and timing agreed with Laurent
2. Define the message for the kick-off and prepare a draft presentation
3. Survey results (if already available)

Workshops
1. Expectations of the customer, what does this mean for us & translation into objectives per unit
2. Phase 1: start with actual data base => telephone contact + customer retention by visit
3. Phase 2: How visit customers ?
4. Phase 3: New business => which message for which customer + visit

1. Steering meeting
2. Coachings on the job

1. Evaluation of the results versus the objectives
2. Recommendations & advices (for possible next steps)

The result

- Commercial strategy worked out
- New B2B activities to attract clients
- Commercial appointments are done
- Project still ongoing