

SALES MANAGEMENT STUDENTS PARTNER WITH THE RUBICON CENTRE TO ASSESS SALES STRATEGY FOR START-UPS



BACKGROUND

The Higher Diploma in Business in Sales Management students undertook a live project with three start-ups, based in the Rubicon Centre, as part of their module in Organisational Sales Strategy.

Kuul Play is a non-profit bringing the enjoyment of play and physical activity to people's homes during Covid and beyond. It provides resources to both parents and teachers while educating children on the importance of physical activity.

TisaLabs is a technology company dedicated to building both easy to use, and secure products and services for their customers. Their goal is to be the number one, secure Internet of Things platform, that can be used by any enterprise to communicate and manage its assets.

Big Heart Care Services provides a range of home care service including home help, personal care, live-in, and companionship. They pride themselves on cultural competence and strive to provide the best home care in Ireland.

THE NEED

All three start-ups faced a range of issues relating to their sales strategy - from assessing their current sales approach to devising a formal sales strategy.

THE SOLUTION

Two groups of students from the Sales Management programme were assigned to work with the participating companies, putting together a wide range of suggestions for the each of the start-ups.

For Kuul Play both groups worked on the operational and strategic aspects of the company, recommending the use of sales strategies and enhanced social media interaction.

The groups working with TisaLabs utilised the G-STIC framework to evaluate their current strategy and provide recommendations which included a more refined segmentation policy, and the implementation of a customer service team.

The groups working with Big Heart Care Homes also used the G-STIC framework, providing valuable insights into the organisation's value proposition, and recommending investing in a mobile application.

BENEFITS OF THE ENGAGEMENT

The participating companies acquired huge benefits from the engagement, gaining reassurance in the strategies that were already in place, getting further insight into market segmentation and obtaining an understanding of the need for more structured approaches to marketing and networking. Mike Falahee, lecturer on the Organisational Sales Strategy module said the connection between the Rubicon and MTU is of huge benefit to students. "Working with companies from the Rubicon gives students on the Higher Diploma in Sales Management programme an invaluable experience - solving these real-life problems brings the course material to life for them".



"WE FOUND PARTICIPATING AS A CASE STUDY WAS VERY BENEFICIAL TO OUR COMPANY. MIKE MADE THE ENGAGEMENT PROCESS EFFORTLESS AND THE STUDENTS PROVIDED US WITH INSIGHTFUL STRATEGIC SALES RECOMMENDATIONS."

- Clare McSweeney Founder and CEO of Kuul Play- name

Contact us to connect your Enterprise with MTU. Email us at extended.campusCork@mtu.ie to discuss a collaboration to suit your needs!