



Online Course Sales for Matthew Cabot

Realising that a more sophisticated website was required to fulfil their ambitious plans to sell their online services and build a network of sales associates, Matthew Cabot turned to web developing specialists, Evergreen.

Another Evergreen project gets top marks for successful management

Like many consultancy businesses, Bristol-based project management specialists Matthew Cabot started business with a simple, static website to promote their range of PRINCE2®, Agile and other training. With ambitious plans to sell their services online and build a network of sales associates, managing director Chris Tanner and his team soon realised that a more sophisticated website was required. That was when, on the recommendation of another Evergreen client, Chris approached the South Gloucestershire web developers...

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‘My initial impression was good,’ says Tanner, himself an experienced IT consultant before getting into project management. From our first conversations and meeting, I was filled with confidence and very comfortable with the team’s relaxed, accommodating and professional approach I knew at once that I could work with these guys. Subsequent experience has confirmed this.’

The site must do several things very well

The new website must do several things very well. As well as being a shop window for the organisation’s capabilities, it provides an e-commerce presence for online courses and in-house bookings. It must also attract new sales associates – a key part of Matthew Cabot’s business plan.

Tanner continues: ‘As well as attracting prospective associates, the site enables them to sign-up with us, download marketing material, and handle their bookings and client referrals to us.’ It was a perfect challenge for Evergreen with their expertise in database-driven e-commerce sites.

‘Reassuringly straightforward’

Despite his IT background and having set up several project management consultancies, Tanner admits to limited experience with website development. ‘I was very new to this, so it was a fast, steep learning experience. Having a trusted partner was all the more important. I thought the e-commerce component would be a real headache. To Evergreen’s credit, my fears were unfounded and my step into the unknown was reassuringly straightforward.’

Asked to expand on working with Evergreen, Tanner highlights his interaction with coder Joe Green. ‘As with all the team, he was very reassuring and accommodating, particularly when faced with my frequent changes of mind. I asked for numerous detail changes to things such as commission rates, screen designs and layouts as we went along. With my background in IT development, I can relate to the challenge I presented and the patient, histrionics-free way they accommodated my wishes.’

Measurable benefits within weeks of going live

As he speaks, Chris Tanner’s new site has been live for just over a month. As well as presenting his consultancy in an easier to use and more professional, way, it’s already delivering measurable benefits. ‘In the first month, we’ve been approached by five new associates. We’re very pleased with this and look forward to good results from the e-commerce function too.’

As a pragmatic project manager, Chris is well aware of the teething issue that can accompany any project, not least a complex web development task. Therefore, it’s to Evergreen’s credit that, when asked about his experience, he can’t recall any noteworthy problems. Ongoing support, when occasionally needed, has been good too. ‘I’ve needed a couple of minor corrections and the team has been very responsive.’

A transformed business

For Tanner and his colleagues, the new website has transformed their business and given a solid foundation for delivering their business plan. Describing the single most memorable moment in the project, he recalls the day the site went live: ‘There was a combined sharp intake of breath as the transition from the old site went smoothly and we saw how several months’ hard work had brought us out from under the radar and into the limelight. It was a fantastic thing.’

‘Working with Evergreen has been a pleasure’

Site users have commented positively too. And even before Chris rolls it out to his wider business network, many colleagues have admired the new website. No surprise then, that he’s proud to mention Evergreen and will recommend them in future.

‘I have every reason to do so, he concludes, ‘Working with Evergreen has been a pleasure. Most importantly, the finished website looks great and performs better than I had hoped.’

Click here to visit [matthewcabot.com](http://matthewcabot.com)



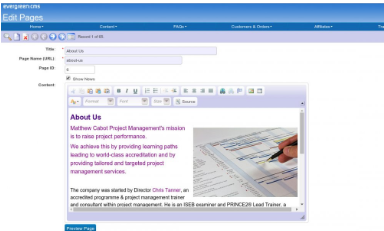
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SEO / Other

Page Name (URL)	Page ID	Page Score (0-100)	Page Date	Page Status
Home	1	100	2013-01-01	OK
PRINCE2 Foundation Course	2	100	2013-01-01	OK
PRINCE2 Agile	3	100	2013-01-01	OK
PRINCE2 Practitioner Course	4	100	2013-01-01	OK
EXAM At Home	5	100	2013-01-01	OK
Become Qualified PRINCE2 Project Manager	6	100	2013-01-01	OK

Matthew Cabot is a Bristol-based project management specialist consultancy business, providing targeted project management services and learning paths leading to world-class accreditation.