



STATIUS
MANAGEMENT SERVICES

ISO
=
winning more
business

www.Statius.co.uk



ISO - THE IMPACT ON SALES AND CONTRACTS

By Statius Management Services Ltd
- The UK ISO Standards Survey
Summer 2024

PRIMARY FINDING

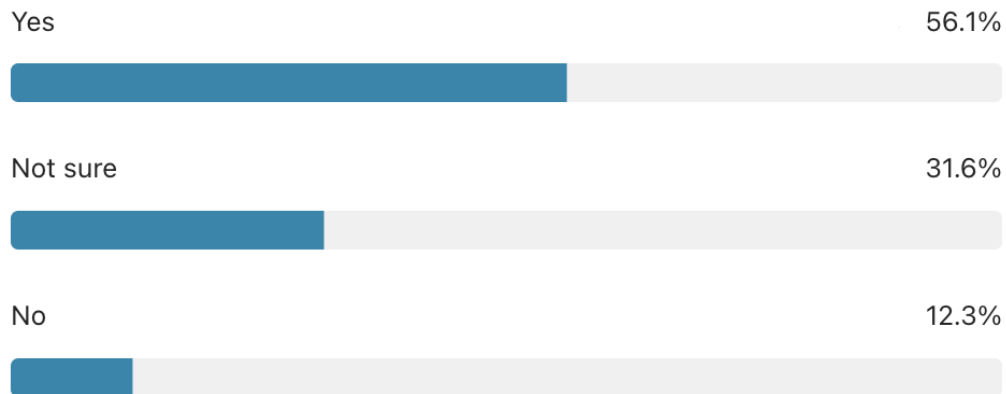
We often get the question... “Does ISO actually lead to new business?”

So, it is extremely comforting to see that this independent survey of ISO registered, UK businesses, found 56% of companies that have ISO registration say that it has helped them to win more business.

And with only 12% saying it did not, we can safely assume that ISO registration is contributing to the growth of the businesses that have it.

We think, this helps to end the debate as to whether getting and maintaining ISO is actually worthwhile.

✓ 9 Have you found that your ISO registration has helped you win more business or contracts?



Naturally there is a middle group that are unsure, but experience (and previous unrelated survey results) suggests that there is always a group that is unsure, so as long as this group is smaller, and in this case it is significantly smaller, we can draw a sound conclusion based on the majority.

THE DETAIL

In undertaking the analysis, it was found that two approaches to implementation are typically adopted.

1. Those that get ISO to improve the business.
2. Those that get ISO to simply “tick a box”;

As with most things in life, what we see here is that “we tend to get out what we put in”. So, those that pursue registration to improve the business benefit from it, and those that don’t... well don’t. But the findings indicate that it is not quite that simple.

We know that most businesses initially chase registration to either 1) tick a box and get a plaque on the wall or 2) because they need it to secure particular types of clients. But the analysis reveals that it is after the badge on the wall that things potentially change. Once registered, there is then a second choice - how to use those newly codified systems and practices.

It would appear that, for some, there is “an awakening” following registration as companies go on to realise that they can do much more with it. Many, sometimes despite initial misgivings, begin to properly apply the systems and processes developed and continue to improve their business and its processes. So, it is really satisfying to see, from the survey results, that the majority of companies do find that registration does indeed provide real business benefits.

Some of the comments from the survey put it very well:

- *[Registration] “provides confidence to larger clients and tender submissions that we can manage their projects in a systematic way.”*
- *“We can only get on certain client procurement systems if we have ISO.”*
- *“It [certification] provides credibility both internally and externally. Plus some customers won’t deal with you if you don’t have it.”*

In looking specifically at the impact on sales and contracts 58% of respondents reported that their most frequent contracts were typically less than £99k, but for 32% of respondents contact sizes were typically between £100k and £499k.

However, when asked the question...

“What is the biggest contract you have won as a result of having ISO”

- 8.7% reported winning contacts in excess of £10m
- 17.4% reported winning contacts in between £2.5m & £4.99m
- 19.6% reported winning contacts in between £1m & £2.49m

THE SURVEY BACKGROUND

The survey, and the associated analysis, was undertaken and validated by [Dr Edward Nugent](#) and [Kajsa Nordström](#) of [Digital Scorecard](#) to ensure an unbiased and independent view.

The analysis is based on a survey of UK SME's and businesses and was undertaken over the spring and summer of 2024. All data was anonymised as part of the research. The results from the study are not meant to represent all UK SMEs but due to the sample size it is believed to provide a realistic picture of UK SMEs and their thoughts about ISO registration.

To learn more about the survey and to access other papers please go to:

<https://www.isoconsultantsuk.co.uk/ISO-survey-2024>.

ABOUT STATIUS

Our mission is to help ambitious owners and managers become great leaders. We want to help them, and their people, deliver:

- Better strategies
- Better systems (the ISO bit)
- Better measurement (the KPI bit)
- Engaged people delivering
- Better results... the interesting bit

Our team of consultants have experience in implementing, supporting and developing a variety of ISO standards across multiple sectors. All consultants will have gained "hands on" operational experience in a variety of fields before becoming consultants, including engineering, manufacturing, retail, warehousing, and logistics, to name just a few.

The consultants hold a selection of qualifications including degrees and master's degrees, the NEBOSH General Certificate, the Institute of Leadership and Management Award, the NEBOSH Fire Safety, the EOR/202N Work Safely in an Engineering Environment – Basic Lift Safety Certificate, IOSH, Neuro Linguistic Programming (NLP), DSE Assessor, and (of course) specific ISO auditor qualifications.

The company is itself registered to ISO 9001, 14001, and 45001 by [ForeFront Certification](#) a [UKAS](#) approved certification body. The company also hold [Investors In People](#) Accreditation and is a member of the [British Quality Foundation](#) and [The Good Business Charter](#).

ISO - THE IMPACT ON SALES AND CONTRACTS

Checkout www.statius.co.uk for more details.

Papers from this study

1. ISO - Why companies register
2. ISO - The benefits
3. ISO - The impact on sales and contracts
4. ISO - The pleasure and **PAIN** of maintaining standards
5. ISO - Preparation for assessment and the value of audits