

## Consultancy Services

### Achieving great results, simply

Business success is about a small number of key factors: customer need, price, accessibility, delivery and support. We don't believe in using complex business analysis tools and consultancy approaches when good, old-fashioned experience tells us that the answers are obvious.

Which is why we keep it simple.

Our projects can be broken down into four simple steps.

**Audit** – let's look at where you are today.

This is not about what it says in the process handbook or the salesperson's job description - it's about what is really going on in your business at the moment. What are the barriers to success? Are your structures and processes really working? What does your customer profile actually look like? How do you communicate with them? Where are the gaps?

**Insight** – based on real-world experience, not just textbook theory.

When looking for solutions, it helps to not only understand what the problem looks like, but what it feels like too. With over 100 years of combined experience under our belts, we can offer insight and perspective on most business situations – and we can share that with you.

**Action** – those activities and changes which will make a positive difference. But don't worry, we won't leave you with a great long 'To Do' list which gets filed and forgotten. Actions are only useful if they actually happen, so we work with you to prioritise the achievable goals, based on the resources (and constraints) you have today.

**Monitor** – The one area which every business manager knows they should be doing, but often finds difficult to maintain over the long term. We keep things simple by identifying the specific performance measures, triggers and targets you need to monitor. We can also be your business conscience – by periodically monitoring and reviewing progress against the action plan, we can ensure you stay on track and achieve the goals you have set for your business.