

Programme Introduction

Perhaps your trading performance has fallen? Frustrated by low profits? The market has changed? New competition? - Then these are some of the reasons to think about a programme like this.

The programme offers owners support, advice and impartial third party perspectives to diagnose the key issues and develop short term improvement plans. It assists owners to rapidly appraise their situation by working with an expert who is independent, impartial and fresh to the situation. The programme assists owners to confront the key issues, manage business obstacles and determine actions and priorities.

The programme's key aims are to:

1. To assess the external market situation
2. To evaluate your company's performance
3. To review all the strategic options and commercial opportunities
4. To build plans and action lists

This programme is ideal for SME businesses needing to secure even better trading results from growth strategies, profitability improvements or turnaround situations.

Programme Outline

Stage 1 Assessing The Business Direction & Opportunities

We work with owners to evaluate their performance, potential and opportunities

- ◆ Evaluation of owners / directors plans
- ◆ Evaluation of companies trading position
- ◆ Evaluation of your market opportunity
- ◆ Overall performance assessment

Stage 2 Assessing The Financial Performance

We support clients to evaluate and focus on the financial messages

- ◆ Review of profitability levels
- ◆ Key ratio analysis and interpretation
- ◆ Review of performance trends
- ◆ Review balance sheet performance

Stage 3 Assessing The Marketing & Sales Performance

We assess clients skills, methods and activity levels

- ◆ Marketing & Sales self audit
- ◆ Review of marketing activity
- ◆ Review of sales performance
- ◆ Review of customer management activity

Stage 4 Assessing The Customer Satisfaction Performance

We assist clients gain external perspectives from their past, existing and future clients

- ◆ Customer perception survey
- ◆ Review customer service activity
- ◆ Review customer retention performance
- ◆ Assess level of customer facing staff culture

Stage 5 Assessing The Management Team Performance

We assist clients to impartially assess the management team performance and their processes

- ◆ Review management processes
- ◆ Assess strategy alignment to actions
- ◆ Evaluate management meetings
- ◆ Review motivation and skill levels