

Case Study

Established Companies

anonymised



Scenario

An established company looking to accelerate its growth, expand into new markets, make acquisitions, or position itself to be acquired.

In these circumstances our services include:

- Assessing & quantifying the growth opportunities.
- Evaluating the competitive landscape
- Reviewing the existing go-to market strategy and determining if it still fit for purpose and can deliver the required growth or if not developing/re-formulating the strategy.
- Reviewing the existing sales and marketing organisation and recommending any changes required to deliver the required growth.
- Building the sales plan.
- Reviewing and if required developing new/revised sales forecasting processes and procedures to deliver greater certainty and accuracy.
- Designing commission schemes.
- Designing sales incentive schemes for distributors.
- Identifying acquisition targets.
- Identifying potential buyers, documenting the Information Memorandum, and helping to put the company in the shop window.

Due to the nature of our work we cannot always publish a case study for each project we work on, this may be due to the sensitive nature of the problems we're helping a company tackle, or due to NDAs etc. We've therefore put together a few "example" studies, of common issues and problems we've helped companies navigate. If you would like specific case studies, highlighting our work in the industry. Please reach out to use at www.georgejames-consulting.com/contact-us

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