

Case Study

Global Corporations

anonymised



Scenario

A large, publicly quoted, global corporation wishing to improve its sales performance

Notwithstanding that the external market perception of the organisation and its sales performance can be favourable we can be engaged to review & recommend improvements to the management, culture, organisation, processes & tools required to achieve commercial excellence and improved financial performance.

Deliverables include:

- Root cause analysis to understand & identify barriers to achieving Commercial Excellence.
- Detailed analysis of historic sales data to inform the future sales strategy. This can include providing drill down by product, region, application, price, margin, etc.
- Restructuring of the sales and marketing functions.
- Restructuring of the sales regions.
- Greater clarity of roles and responsibilities, and accountabilities, within the sales and marketing functions.
- Integrating the sales and marketing functions of acquired businesses.
- Developing new Pipeline management and Forecasting processes and reporting procedures.
- Design and implementation of new commission schemes.
- New business plans.
- Active participation in cultural Change programmes

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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