



Worried about the effects of a global financial slow down on your business?

A BMD Global Market Overview!

Many companies we see in different markets sectors talk about the fact that they are very successful and working at full capacity, however they also take on board the fact that to remain competitive and successful in the future they will need to undertake some if not all of the following:

- Maintain or increase turnover and profitability in an increasingly competitive (or even declining) market environment!

- Extend the product range with existing customers who over time have got too comfortable by buying the same product or service. How often have we heard a customer say that they have gone somewhere else for the product or service, they were just ignorant of the fact that our client can provide this too! – Perhaps we should be communicating more with our customer base, proactively? Absolutely! And at every level – Directors, Managers, Sales and Service teams and indeed all Customer Contact Staff

- Develop the mix of customers so that there is a better split of new and repeat business gained from a wider spread of better quality customers that will deliver volumes and value needed to maximise the bottom line.

- Change the landscape with client industry distributors (or manage them as a channel far more effectively!). While they give clients significant volume business, distributors can often 'fly under the flag of the fiver!' And drive out the desired levels of profitability without close support and development by our clients.

- Manage their business growth so that there are no surprises because of a lack of infrastructure to deliver that customer expectation!

- Communicate the desired business strategy far more clearly than before – In our experience people want to do a good day's work for a good day's pay and feel empowered. More often than not they also passionately want to improve results – if only we would share more of the knowledge of where we want the business to go. It is critical therefore to tell our colleagues & team members what is expected from them to achieve this!

- Realign their sales focus so that they are working with the right mix of customers so that they can realise the above.

- Ensure key managers are directing and managing their people so that they are incentivising and motivating their people to deliver better results.

An Example of how we can help!

We have been working with three clients recently where we have enabled the sales teams of these organisations to develop their outbound cold calling and telemarketing activities to get in front of and win new business and accounts. This has been driven by our clients' ambition to get a better shape (profitability) of their business. One company has already reported in Q1 2008 that it has paid for the BMD Global investment already by returning new good quality profitable business as a direct result of implementing a programme of new business development with us and their sales team.

Future Proof your business – Here's how we can help!

In partnership with you we will review your business and devise a new business direction and focus that then maps across to all those who can affect the new strategy: We then build a bespoke programme of practical implementation measures to ensure you make this happen – inline with realistic objectives!

Your next step?

Just click the call-back option on the right and we'll call YOU ! – it all starts with a no obligation face to face meeting at a time and location to suit you, to discuss your business and your issues and how BMD Global can add value – Better results!