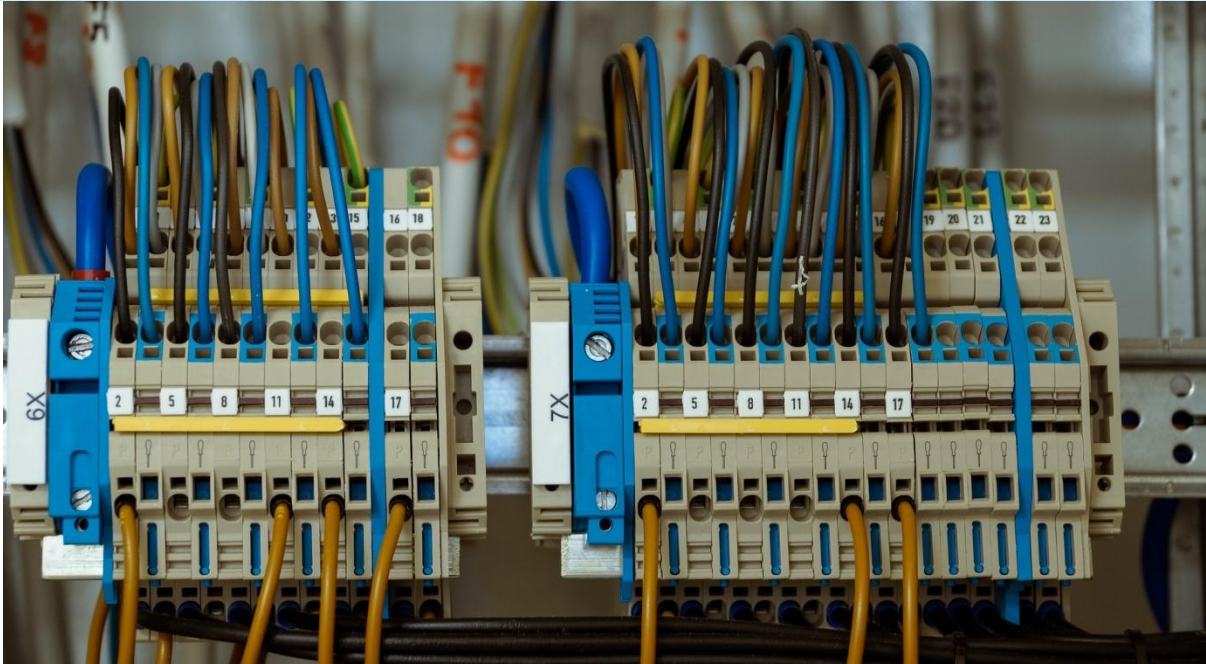


Case Study – Installation, Support & Maintenance



Ano are a successful company that installs business critical equipment at business premises. They also provide ongoing support & maintenance of this equipment. Ano have a superb credit rating and are acknowledged to be market leaders in their field. In the last 18 months they have formed a new partnership relationship with an overseas equipment supplier and taken on a Sales Manager and are now actively selling into Europe as well as the UK. As a result they are seeing significant growth with a 30% increase in turnover and a predicted further 70% increase in the following year, with corresponding increases in profit. The Managing Director recognised the need for help with ensuring the business could cope with this growth effectively.

Graham Hodges was asked to work with Ano to:

- Get the Company into the best shape possible;
- To have a “Sales” focus to the business;
- To develop the management team.

The work started with an audit of where the business was, compared with where the team felt it should be. From this a detailed operational plan was developed which included setting targets for turnover and profit, setting agreed business objectives, defining sales, marketing and product development plans and setting up a business and financial review process involving the whole team.

The Managing Director said *“The initial work Graham did with us opened our eyes a bit and enabled us to set out some clear direction and plans. The whole management team was involved and have taken to the process amazingly positively”*.

Graham Hodges continues to work with Ano, attending management meetings and providing detailed advice where needed. Some of the specific activities that Graham has been able to help with include:

- Reviewing a complex contract and advising on key negotiating points;

- Reviewing the marketing brief for the external marketing organisation (Ano are using an excellent marketing company, that is producing some stunning results for both their web-site and their literature);
- Helping with setting up financial monitoring information.

Since the initial development of the plan, the team have managed to put in place most of the actions they agreed were needed, the most notable being a marketing plan, directly attuned to their sales objectives which is bringing new products to their customers as well as opening up opportunities for new customers. In just 4 months from the creation of the operational plan, the team now have:

- Won their largest ever single contract;
- Acquired the rights to sell a new, closely related product;
- Initiated a series of comprehensive sales & marketing campaigns;
- Set up regular review meetings that ensure they are still on target.

Perhaps more importantly, the team are now taking responsibility and using their initiative to drive the business forward. All of this means they are well on target to achieve some ambitious goals for this year and on into the future.

The Managing Director said:

"We now have a clear plan and objectives and the company is going from success to success. Graham is a very experienced business director and is able to give us advice and guidance on just about anything. Not only this, but where special expertise is needed, Graham is able to find other experts through his network. We often call Graham up or send emails and his advice is always very sound. The team are learning not only that they are able to create their own success but that they always have someone on tap that they can go to, just to bounce ideas off or give an opinion on what they are doing."

If you would like to know more about this project, contact Graham Hodges & Associates:

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