

futurepath

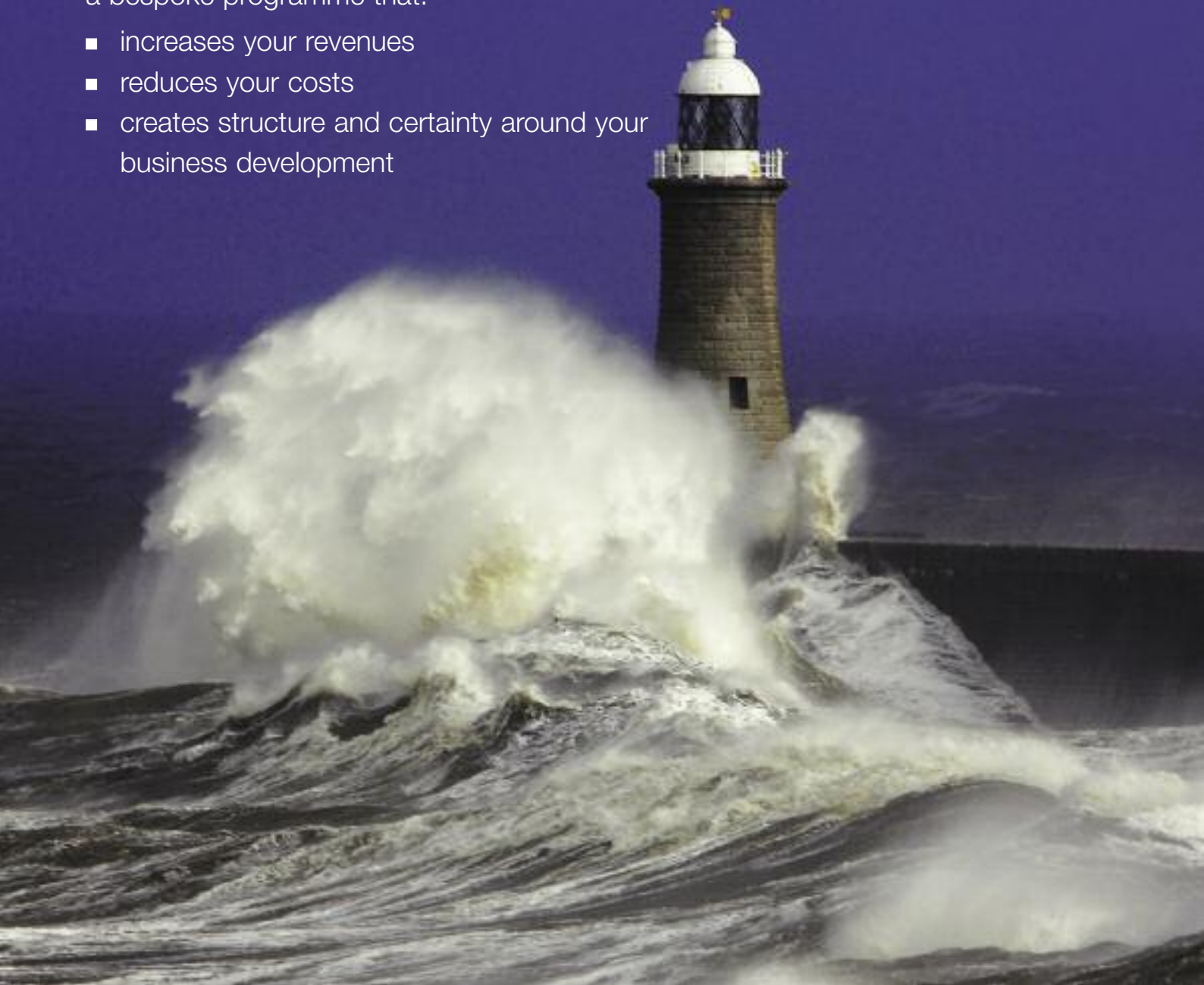


The low risk path to revenue growth

Don't sacrifice your future in a downturn. We can help you create your business development 'insurance policy' for tough times with our **Futurepath™** programme.

Futurepath™ offers your organisation unparalleled business development advice and implementation through a bespoke programme that:

- increases your revenues
- reduces your costs
- creates structure and certainty around your business development



Why Futurepath™?

With **Futurepath™** we provide a managed business development service where you have the ability to pick and choose what's right for you and your business across all points of the business development spectrum, without having to go through the processes usually associated with tough market conditions – dramatic cost-cutting, reducing headcount, and so on. With **Futurepath™** you can buy what you need, rather than simply going through the usual cost-reduction routes.

With Futurepath™ you can:

- Expand & add pace to your business development activity without adding overheads
- Pioneer a new service line or market offer, at least risk
- Cross-sell a service line to existing clients
- Open up a new market or channel
- Develop and grow an account
- Enhance strategic capability, business development expertise, or insider knowledge
- Rationalise your suppliers making sure you have the most cost-effective support
- Assess, review and streamline existing programmes/initiatives to avoid duplication and overlap
- Keep performance high during times of change or rationalisation via proactive change management programmes

Pricing

We enjoy a track record of achieving real results for our clients. The benefits achieved outweigh costs.

Underpinning this success are two key concepts:

- Partnership is key to a successful outcome. Both parties work together on a commitment to achieve results
- Bespoke retainer pricing

Guarantee

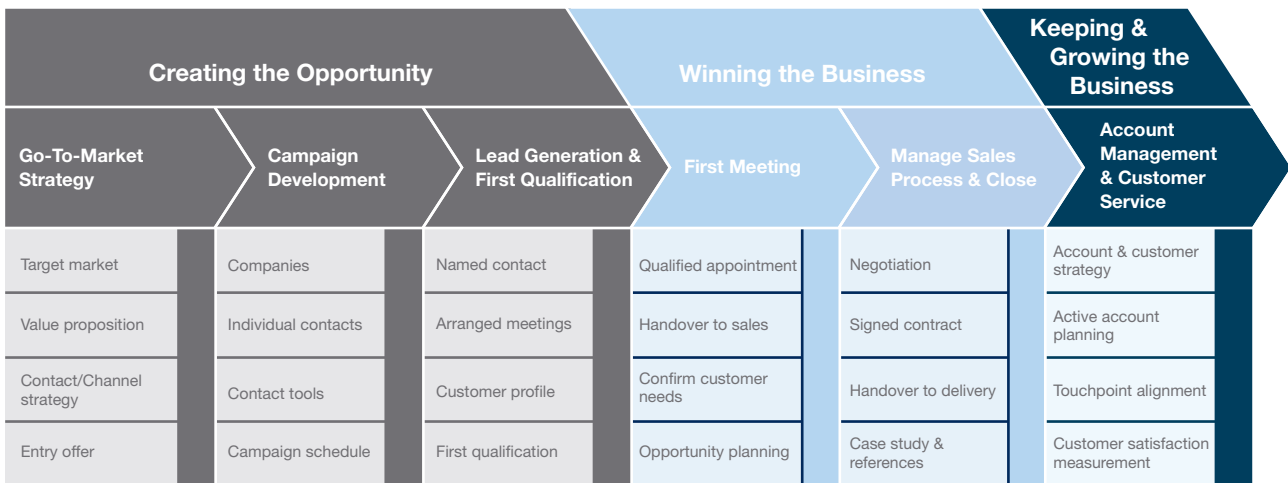
Our work is guaranteed to you. If you are not completely satisfied with our services, you can terminate the contract. Our Terms and Conditions provide details.

"Futurecurve worked with us to help build our business development process with the objective of further growing our business. Since engaging with them we have boosted our sales pipeline by 20% and our revenues continue to grow. We are very pleased with the results and like their hands-on approach."

John Carney, MD Sales, Halian

Revenue chain areas

Futurepath™ will deliver substantial benefits across all aspects of the revenue chain. We work from creating Go-to-Market strategies, value proposition development and entry offers, through to campaigns, lead capture and closing sales. We are also experts in ensuring you maximise and grow the business you get from existing clients. Importantly, we embed our work so that our skills and knowledge are transferred to your people at the end of the contract. We help you prioritise which areas to focus on, in which order, for maximum gain.



*“Business development within an account structure requires more than just pipelines and relationship plans. Whilst these are key, **Futurecurve** proved to be invaluable in helping EDS have a holistic view of all the facets of business development. They enabled us to see the areas where we need to prioritise time and attention.”*

Martin Linstrom, Account Business Development Director, EDS

Areas of specialism

With **Futurepath™** you get access to the full business development portfolio – a portfolio that you can modify over time as your situation changes and evolves.

Strategy

We will work with your senior leadership team and undertake a swift review, assessment and analysis of your business and channel strategy. Drawing on our extensive experience we will make recommendations around how best to take your business forward, deploying our people on implementation programmes if required.

Value proposition development

Ensuring you have a compelling value proposition is crucial for winning new business. Value Propositions sit at the heart of your brand and our Value Proposition Builder™ is one of the key programmes in our **Futurepath™** offer – enabling you to improve lead generation and boost sales.

Lead Generation

A fresh flow of new leads from new contacts or existing accounts is the lifeblood of any business. We assess all the lead and communication channels available and develop suitable content for each channel, from web and telephone to high-level thought leadership. We develop an action plan and put it in place to start creating new opportunities for your business.

Accelerating the Pipeline

We know that on average a sales team wastes 15% of its time pursuing leads that will never convert to sales. We work with your team to direct energy to achieving quick wins, help close deals faster, enable your sales team to achieve their targets, identify weak leads that use up valuable resource and prioritise the activity levels required to meet your goals. Typical outcomes have been a 25% reduction in the number of opportunities in the pipeline that delivered a 10% immediate improvement in win rates and a 10 fold reduction in overall cost of sale.

Must-win Deals

When you have a sales opportunity that is a must-win for your business, we deploy our senior professionals to work alongside your incumbent sales people, improving the chance of winning through active coaching and attending sales meetings. We use diagnostic tools to identify the type of opportunity this provides for your business, define which sales professional is best suited to the opportunity, then drive and manage the sales process through to close.

Sales Coaching

We have a proven coaching methodology around consultative selling, consisting of four phases and led by our senior sales professionals: shadowing your sales team; a 2-day consultative selling programme; an embedding process completed 4 weeks after the consultative selling programme; followed by individual coaching - ensuring that individual skills are enhanced in a real-time customer environment.

Active Account Planning

We have developed a unique audit tool, the Value Selling Audit™, which enables you to have a clear, top down picture of the current status of selling and account management, and where and how you bring value to your customers. We will show you how to increase return on your account investment, maximise sales and speed up your pipeline. Action plans are developed to drive forward priority areas and shorten sales times.

Right People, Right Roles, Right Team Recruitment & reorganisation

Recruitment is an expensive business, and the costs of recruiting new staff every time someone leaves an organisation are significant, not only in terms of hard cash, but also in overall performance, loss of business and experience. We have worked closely with the developers of the latest neuroscience behavioural profiling system to help you recruit the right people for roles that you have profiled and benchmarked.

High Performance During Change

Organisations undergo major change about once every three years, and smaller changes occur almost continually. Yet more than 40% of reorganisations fail to meet their objectives. We have years of experience in helping organisations to keep performance high during these times of major change.

*The previous page and above list is not exhaustive in terms of the services we provide through **Futurepath™** but are illustrative of our breadth of scope and depth of expertise.*

“Sales and retention are ahead of target and we have added to our portfolio whilst reducing the team.”

Chris Gratrix,
Mortgage Team Manager, **NatWest**

About **Futurecurve**

Futurepath™ is an offer from Futurecurve.

*“**Futurecurve** were refreshing to work with. They are pragmatic, professional and credible. It isn’t always easy to find professional advisors who can match our professionalism but we were comfortable letting the team work with our clients on our behalf. One client even said that our using **Futurecurve** demonstrated our business acumen.”*

*Andrew Nord, Board Director, **avantage Capita***

Futurecurve has a unique combination of world-class former business leaders and a toolbox of proprietary methods that deliver measurable success, time and time again.

We help businesses create more opportunities and close more business. We help senior executives in building sales and a generating a healthy pipeline to accelerate growth. We advise on strategy, support the business development process and act with you to deliver tangible sales results. We ensure cost savings by streamlining existing programmes, review and rationalise suppliers, and look at the people in your business-winning team.

Sustainability of results for our clients is at the heart of what we do, and at the end of the period under contract we will have implemented programmes faster than you could have done yourself in-house, costing less, and we will have transferred our skills to your in-house team. We achieve these things by actually doing rather than just advising, utilising techniques that integrate the separate activities involved in reaching a sale.

futurepath



Contact us

to find out how this unique programme
can benefit your business.

e. cindy.barnes@futurecurve.com

t. +44 (0) 1628 487708

w. www.futurecurve.com

