



COMPANY PROSPECTUS OVERVIEW 2019



STRATHAM BRYCE AT A GLANCE!

We are a specialist Management Consultancy company providing expert skills in Sales & Service Excellence and Transformation. Our full suite of Consultancy and Training Services produce value-based outcomes across multiple industry segments.

Our client base fall into 3 broad categories (or combinations thereof)

1. Clients requiring a specific customised intervention to address a very specific need
2. Clients requiring an entire Sales Transformation and/or Service Transformation
3. Clients requiring a custom designed 'in-house' Academy

We place our fee at risk based on your perception of our contribution and success. Our South African entity is a Level 2 B-BBEE company with **51% black woman ownership**.

SALES AND/OR SERVICE TRANSFORMATION

Driven by our 4 Ps of Transformation:

1. Planning
2. Process
3. People
4. Platform



These 4Ps address our 2 primary focus areas, namely:

1. **Sales Excellence:** Developing and establishing a Sales Culture and building an effective & competent Sales & Sales Management Organisation
2. **Service Excellence:** Developing and establishing a Service Culture and building a 'Customer Centric' service organisation to support and sustain sales excellence

THE 4 Ps OF TRANSFORMATION:

1. Planning: This is the process of taking the company strategy as the defined input to produce a detailed **Sales Operating Plan**, designed to deliver the sales objectives of the organisation. We facilitate and manage the development of the 'Sales Operating Plan', involving all key members of the Exco team. The output is a documented and agreed to 'Sales Operating Plan'. However, when **Service Transformation** is required, a 'Customer Service' Policy document is produced.

2. Process: The defined and appropriate framework of 'Best Practice' must be formalised for the organisation. For Sales Transformation and/or optimisation, discovery sessions are conducted, engaging in workshops and interviews with the Sales Leader(s). The agreed framework is then formulated and incorporated in a customised '**Sales Manager's Handbook**', becoming the governance tool to implement the Processes needed to deliver against the Sales Operating Plan. The output of the Process (phase 2) of Sales Transformation is a documented '**Sales Managers Handbook**', followed by ½ day workshops to communicate the agreed processes to the sales force. For Service Transformation however, the output is the documented '**Service Policy Handbook**'.

3. People: Any Sales Strategy and Plan will not deliver the expected returns if not properly executed. The key to execution is the development of the required Sales Culture, that drives the behaviour of the team and a trained sales force. This is the process of training the **People** in the 'Best Practices' of their respective discipline, focused on internalising and integrating the 20% critical hard and soft skills that yield the 80% results. These are intense experiential pass/fail (i.e. 'Competent' or 'Not Yet Ready') interventions run by highly experienced STLs (Sales Transformation Leaders) enhancing and/or changing behaviour to achieve the desired effectiveness.

We have developed a **blended** training methodology unique to our digitalization age (i.e. the 4th industrial revolution, currently evolving) where our trainers (STLs) have each held executive 'C' level positions, with first-hand experience of the issues at hand, taking delegates through an experiential intervention where skills are internalised in a relatively short space of time. Stratham Bryce has developed and use a 'world first' digitalisation tool providing 'Artificial Intelligence' to identify precisely what each delegate (student) is doing right and wrong, identifying the precise positive and negative behaviours, enabling coaching with exacting precision. Our unique **blended** training solutions make our Schools unique and a world leader in our field where the case studies are specifically adapted for your organisation, geared around situations encountered daily with optional Implementation & Maintenance interventions to follow.

Schools & Workshops offered:

The 5 Management Schools for ‘People Managers’:

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| 1. Executive Director’s Workshop | ½ day |
| 2. General Management School | 2 days |
| 3. Sales Management School | 3 days |
| 4. Sales Support Management School | 2 days |
| 5. Services Management School | 2 days |

The 8 Sales Related Schools / Workshops

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| 1. Solution Selling School - 101 | 2 days |
| 2. Complex Solution Selling & Account Management School - 201 | 3 days |
| 3. Channel Management School - 202 | 3 days |
| 4. Strategic Key Account Planning (S-KAP) Workshop | 1 day |
| 5. Strategic Key Account Management (S-KAM) School - 301 | 2 days |
| 6. Subject Matter Expert (SME) Sales Support School | 2 days |
| 7. Financial Justification School - 302 | 2 days |
| 8. Business Foundation Workshop | 1 day |

The 2 Customer Service Schools

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| 1. Customer Service School | 2 days |
| 2. Customer Orientation School | 1 day |

4. Platform: This is the final phase of the 4 ‘Ps’ of Transformation. For the above to work effectively, the cadences and processes should be incorporated into a formal sales automation system. To provide consistency and integrity in sales reporting from salesperson to Sales Management to CEO/Board of Directors, it is essential that there is a single point of truth, provided by your chosen sales platform/system. Our Preferred suppliers ensure an effective implementation of our Score Cards, extracting data from your selected ‘platform’ to enable measurement, pipeline sanitisation, processes, cadences and the necessary ‘decision support’ reporting.

SALES & SALES MANAGEMENT ACADEMY

On completion of (or instead of) Sales Transformation, a Sales & Sales Management Academy can be customised and implemented offering 6 'Badges' defined for each mission critical discipline. During the 3rd P (People) of a Sales Transformation initiative, the hard skills Schools are the primary focus, providing the quickest possible return on investment. Transformation provides a 'point in time' initiative, followed by the Sales Academy, which builds a sustainable Sales Culture within your organisation. When Excos demand the achievement of 'Badges' from each individual performing a critical role, the respective best practice is forced to become a sustained way of life, with the significant top line benefits that follow. Insisting on the achievement of 'Badges' intrenches a Sales Culture. *'Culture Eats Strategy for Breakfast'*. Once Transformation is achieved, the Stratham Bryce Academy makes existing and future sales teams the best that they can be, maximising revenue and sustainable growth. As significant 'new' products, services or solutions are introduced, 'New Product' Schools are run to accelerate market penetration. If 6% of an organisation's people's time is not spent on effective ongoing personal development, they become depreciating assets and then more of them are needed to accomplish the same.

SUMMARY

Founded in 1994, boasting more than 10 000 graduates across 3 continents, have seen Stratham Bryce mould the discipline of sales and service excellence into many 'blue chip' organisations. More detail in our prospectus. If it is training only that you require, or if you have a specific 'Burning Platform' requirement needing immediate attention, our solutions can be tailor made to address your specific need. Consistent sales effectiveness is unlikely to be achieved without rigorously implementing the basic principle of Sales Managers regularly reviewing the gap between each respective salesperson's seasonalised target and their respective YTD (year to date) position. Sanitising the pipeline that covers their respective gaps to determine the actual shortfall of what still needs to be found, then coach and mitigate appropriately to reduce this shortfall to zero (as taught on the Schools), is in essence, the fundamental success formula. Without an adequate platform, this cannot be achieved. The only way to instil regular sales cadence discipline, is when Exco regularly review the 'treed-up' data of sales gap and shortfall, then hold the respective stakeholders accountable (as defined in the Process, 2nd 'P' phase). 'People do what managers measure. If you can't measure it, you can't manage it.' The platform is the vital element enabling this measurement and cadence 'to and from' Exco, through Management to 1st level Sales Consultant, becoming the life-blood underpinning 'consistent sales measurement & effectiveness'. We would love to hear from you to explore further!

Stratham Bryce: Your Partners for Consistent Sales Success!