

Pietas Consulting

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Who we are and what we do

Pietas Consulting Limited is an independent management consultancy that helps companies to improve the performance of their sales and marketing operations.

We specialise in:

- enabling sales and marketing to cooperate to execute strategy
- applying process, technology and data to improve sales and marketing performance
- building organisational capabilities across developed and emerging markets, with particular experience in building sales and marketing capability in Asia

We offer consulting services on a project basis and interim management support.

We serve the sales and marketing functions of multi-national organisations operating in business-to-business service industries.

Questions that we can help to answer

- How do I improve sales performance in increasingly competitive markets?
- How do I improve sales performance with increasingly constrained resources and costs?
- How do I improve sales performance across diverse and geographically distributed teams?
- How do I align sales and marketing to my firm's strategy, so we all pull in the same direction?
- How do I generate value from my investments in sales process technology?
- How do I make better use of my data about customers, markets and performance?

What services do we offer?

Capability	Description	Benefit
Segmentation	<ol style="list-style-type: none"> 1. Group existing and prospective customers by common needs 2. Size market opportunity in each segment 3. Identify strengths, weaknesses opportunities and threats in each segment 4. Select which segments to target 	<ul style="list-style-type: none"> • Optimise return on sales investment • Align and specialise sales and marketing activity by segment
Role Clarity	<ol style="list-style-type: none"> 1. Group related activities into coherent roles 2. Identify purpose, key activities, success measures and competencies for each 3. Embed behavioural changes in teams 	<ul style="list-style-type: none"> • Specialise roles to improve effectiveness • Enables resource allocation and performance management by role • Set role specific competencies for curricula and recruitment
Resource Quantification and Allocation	<ol style="list-style-type: none"> 1. Calibrate resource ratios by role 2. Quantify the number of people required in each role in each territory 3. Allocate resources to meet demand 	<ul style="list-style-type: none"> • Optimise return on sales investment • Align and focus sales and marketing activity by segment
Sales and Marketing Process	<ol style="list-style-type: none"> 1. Identify sequence of activities required to sell to and serve customers 2. Identify participants in each activity 3. Identify performance measures and dimensions 4. Embed behavioural changes in teams 5. Measure and improve process effectiveness 	<ul style="list-style-type: none"> • Improve performance by driving the right activities and standards • Enable managers and teams to take corrective actions in good time • Provide structure for skills curricula • Apply technology to improve efficiencies
Set Direction and Manage Performance	<ol style="list-style-type: none"> 1. Clarify mission and purpose for the team 2. Set objectives, measures and targets 3. Clarify internal and external context, and strategic intent 4. Identify main and implied tasks, timescales and required resources 5. Identify freedoms, constraints and risks 6. Implement a regular performance review rhythm and hierarchy 7. Set rewards for performance and manage reward scheme effectiveness 	<ul style="list-style-type: none"> • Enables teams to execute strategy • Enables the organisation to pull in the same direction • Helps managers to build high performing teams • Enables teams to adapt when things change • Enables clear and consistent communication between teams • Motivates teams to perform
Automate for Efficiency	<ol style="list-style-type: none"> 1. Identify which steps in the processes will benefit from technology 2. Identify and select the right tools 3. Implement technology to support the processes 4. Embed behavioural changes in teams and drive adoption 	<ul style="list-style-type: none"> • Improve efficiency • Operate at scale • Enable teams to collaborate to sell to and serve customers
Use Customer Data	<ol style="list-style-type: none"> 1. Design and implement governance to manage customer data 2. Identify how business processes collect and use customer data 3. Monitor customer data performance and quality 4. Implement process improvements and data cleanse activity 5. Identify sales opportunities from patterns in customer data 	<ul style="list-style-type: none"> • Derive new insights from customer data • Use dependable data as you sell to and serve customers • Comply with customer data regulations
Interim Management Support	<ol style="list-style-type: none"> 1. Line and functional leadership in sales and marketing operations functions 	<ul style="list-style-type: none"> • Cover gaps during re-structuring, transition or short notice absence • Facilitate change