



FOURTH DIMENSION

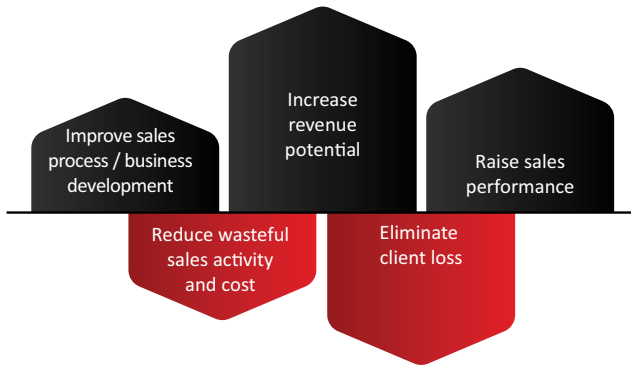
expert resource

Sales & Business Development

4th Dimension review, adapt, modify and improve the sales & business development processes within organisations to increase revenue and profit

Sales & Business Development Transformation

Are you under pressure and challenged to:



Unclear how to deliver these changes within your current resource constraints?

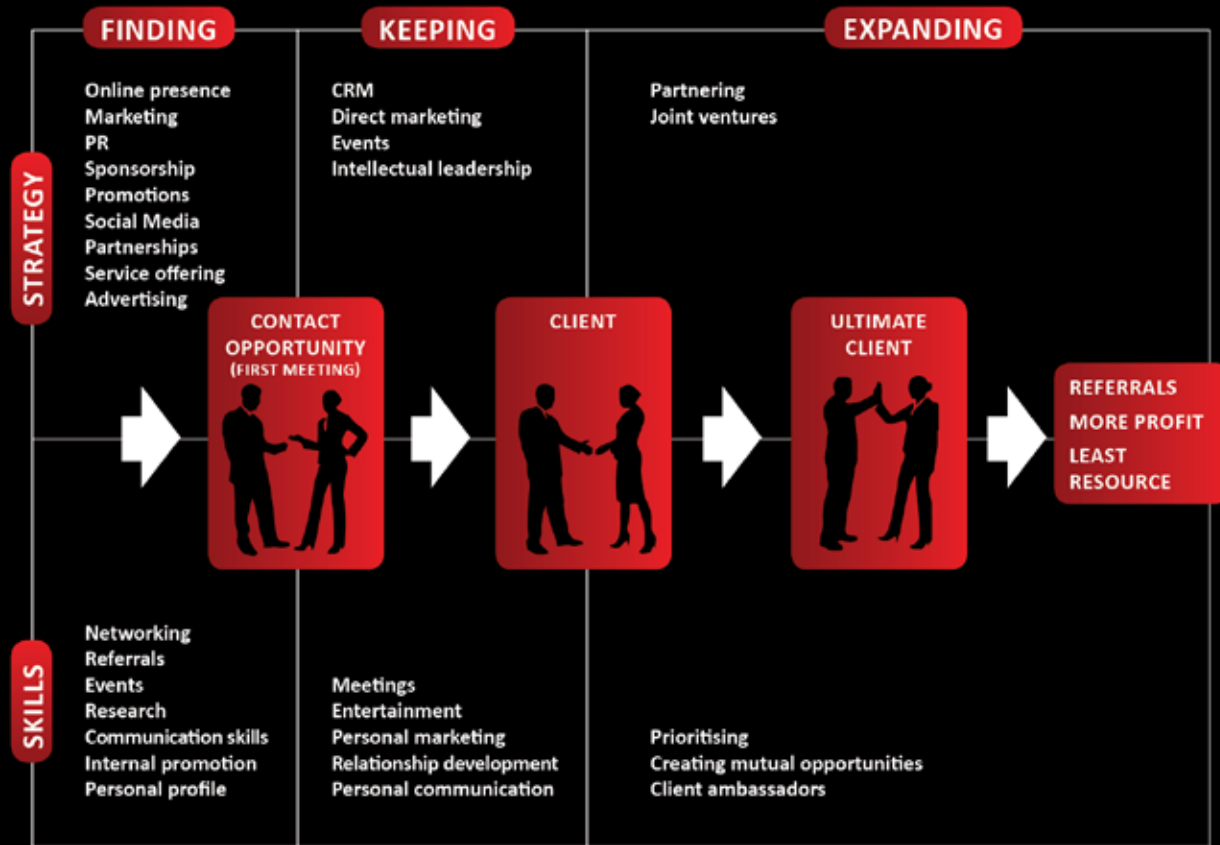
4D concentrate on the fundamental skills and strategies of developing repeat and new business for clients. Using our focus on people we look to help build your relationships, develop personal sales skills and build a high level of client care in your organisation.

Our bespoke audits, strategies and sustainable systems result in a successful, structured and integrated outcome.

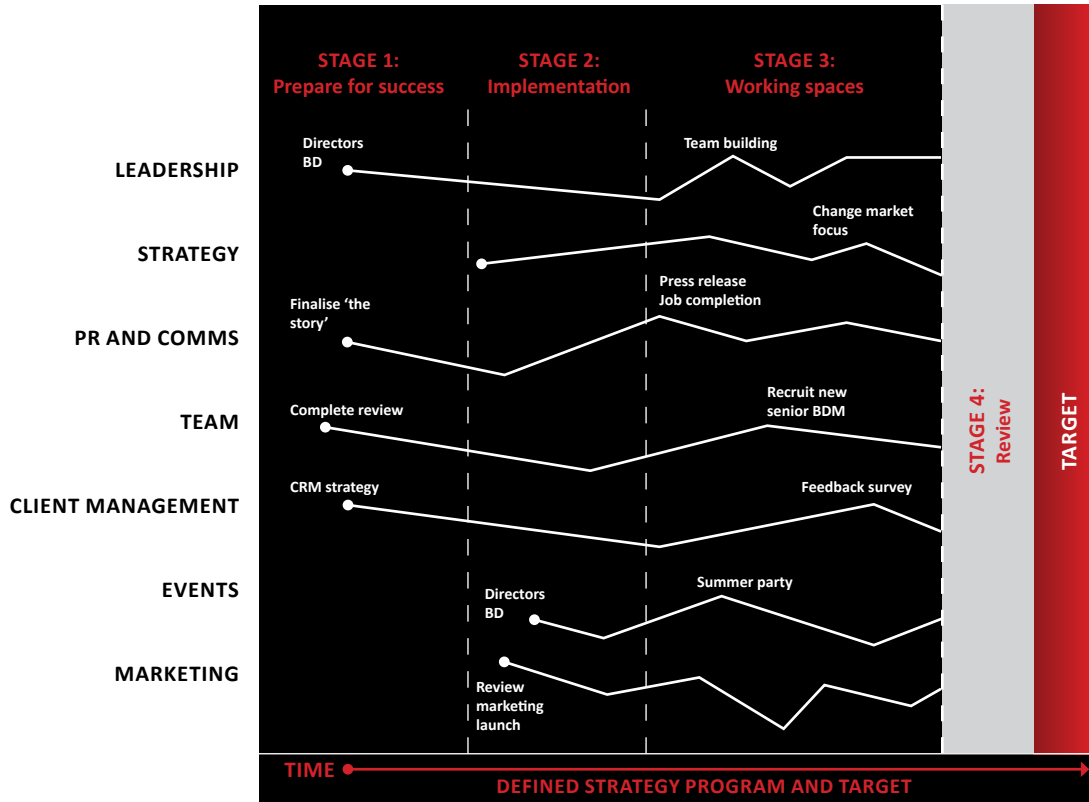
4th Dimension's approach overcomes any initial concerns over the time, resources and budget required.

What are you missing?

Expert resource based on your needs



Defined Strategy & Programme Target



4th Dimension has begun to develop an integrated approach and set of strategies for firms that can be clearly defined and recorded. This approach takes away the uncertain nature of "business development" activities and gives you the clarity and the accountability you need. Example - business development programme:

Our Approach – initial audit

Strategy and Processes

- Market identification, route to market, sales strategies
- Sales cycle, evaluation, recording
- Sales tools, activities

Team & Personnel

- Assessment of team structures, processes and personnel
- Talent search and double vetting procedure of new personnel
- Unique high performance team development, motivation and training

Client Management

- Assessment of client database and its utilization as a CRM and sales tool
- Client definition and CRM strategy and process.
- Key account management development and implementation

PR & Communications

- Tailor Made integrated communications strategies
- Defined proposition and development of key messages
- Execute Campaign through a multi-channel campaign in line with business development strategy

Example Assignments

Full Audit and Review for Global Architects

A full review of all sales processes, marketing and sales personnel for a the loss making London office of a leading architecture firm. The report identified strengths and weaknesses to be developed and modified. Many of the recommendations were implemented and the office now generates a healthy profit

Strategy, Skills and Mentoring for newly made partners – Large Law Firm

A leading UK law firm recruited a sizable team from a rival firm, making up a large number of associates to partners in the process. 4D was asked to ensure that these partners were fast tracked into revenue makers as quickly as possible.

Corporate Product development and sales strategy for professional rugby club

A leading professional rugby club was developing a new stadium and wanted to attract a new more blue chip corporate client base. 4D created a unique 'club offering' then developed a database, pipeline and strategy to sell it to the targeted audience.

New Market Development and Promotion of large London Conference Venue

A large recently refurbished central London conference center needed to increase its profile and demonstrate itself to the city. 4D proposed, developed and managed a set of events to ensure that a target market attended. 4D also undertook the sales and promotion of the events.

"a fundamental part of the development of the Tulip club product. 4D's knowledge of the market and its demands led to an amazing product. The subsequent sales strategy and execution led to a new and high level customer base ."

Edward Griffiths
CEO, Saracens Rugby Club

For more Information or to discuss your requirements please contact Fourth Dimension's Lead on Sales and Business Development:

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