



SALES REVENUE GROWTH REQUIRES THE NEXT LEVEL OF BUSINESS PLANNING

EXECUTIVE CONSULTING GROUP

Although business planning is recognised as the most important factor for sustained sales revenue growth, businesses tend to repeat the same planning process each year. Rarely is there a desire to improve the planning process. The result is that businesses often struggle to achieve their growth targets and stumble on avoidable obstacles. Not only that, but creating the business plan with the same set of eyes, may not open your eyes to what is possible.

THE STANDARD YEARLY PLANNING CYCLE

Business growth planning tends to follow a standard yearly cycle where strategy is formulated by the leaders over an off-site weekend. Some of the challenges with using the yearly off-site meeting to formulate strategy include:

- ▶ A static plan may struggle in a dynamically changing environment
- ▶ Lack of idea validation before the strategy is adopted
- ▶ Assuming that 'one size fits all'

Companywide adoption requires the strategy to be translated into operational plans that are simple and easy for the staff to implement. Typically, there are four main challenges to the seamless implementation of operational plans:

- ▶ Lack of ownership and accountability by the staff
- ▶ Poor communication of the strategy and operational plans
- ▶ Lack of alignment through the organisation
- ▶ Slow adoption and change

STRATEGY IS ABOUT MAKING CHOICES IN A RAPIDLY CHANGING ENVIRONMENT

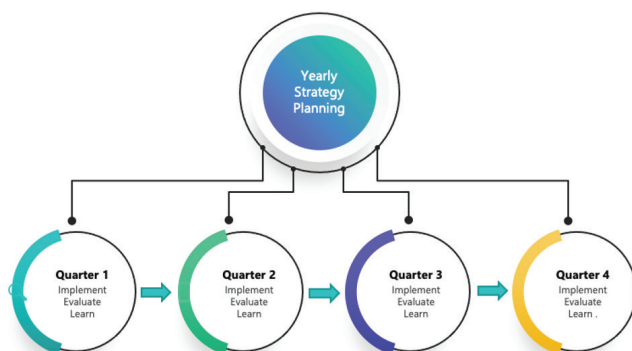
Universally, business leaders understand the importance of strategy. Yet many leaders find the process of strategy formulation challenging and intimidating. The process forces leaders to attempt to predict the future and make choices in a rapidly changing environment with high levels of ambiguity. Some of the challenges include:

- ▶ Making the right choices
- ▶ Objective assessments of internal resources and capability
- ▶ Accurate evaluation of industry trends
- ▶ Changing market dynamics

TO GROW TO THE NEXT LEVEL OF REVENUE REQUIRES THE NEXT LEVEL OF BUSINESS PLANNING

Businesses that successfully continue to grow revenue each year tend to focus on improving their business planning. They create plans that inform their staff about their direction, their role in the operational execution and how they individually contribute to the outcome. The next level of revenue growth requires an increasing level of sophistication in strategic planning and learning. A dynamic business planning model that fosters a learning organisation is shown below.

Dynamic Business Planning Model



ABOUT US

Executive Consulting Group is a strategic consultancy, that assists B2B businesses to reliably grow in a balanced and planned way; by improving sales revenue and cash flow, enhancing operational strategy, optimising sales team performance, and maximising sales capture and conversions. Optimising sales results can give your business the ongoing cashflow needed to invest in growth, efficiency, and quality improvements, powering the growth and long-term sustainability of your business. We are a strategic consultancy firm that deeply understands the inhibitors to revenue growth and provide customised solutions to small and medium businesses and enterprises that have the desire to capture more market share.

Whatever the size and stage of your business, Executive Consulting Group can help you to navigate your way to your success.

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