

Performance Capabilities

for



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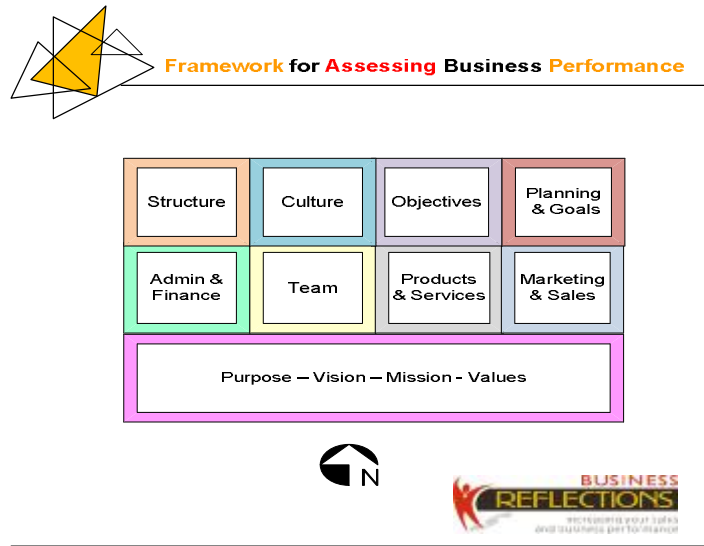
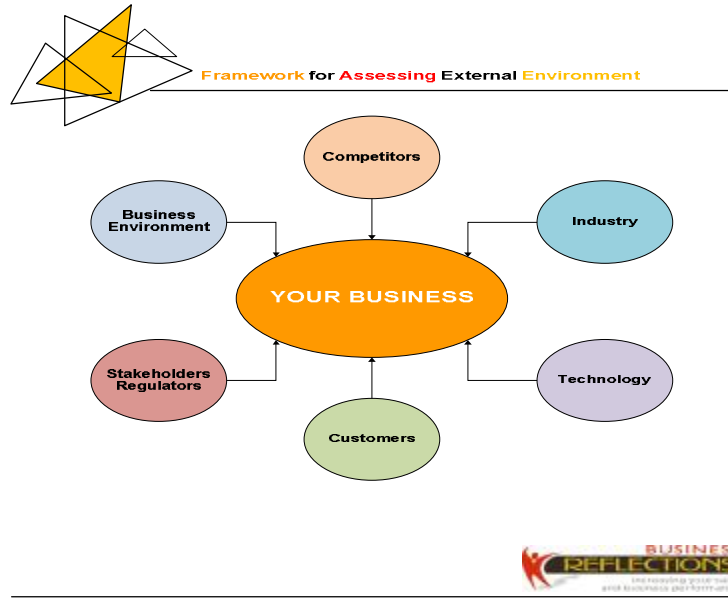


- Sales & Marketing • Leadership & Development • Business Coaching • Strategic Facilitation
- Employee Profiling • Employee & Customer Surveys • Team Building • Market Research

Increasing Your Sales and Business Performance

Business Coaching and Advisory Capability

Business Reflections works closely with you and your people to identify and support your vision and business objectives. We design organisational and management structures to implement strategic goals. By involving both management and employees at all levels, we ensure broad-based participation and acceptance of our joint initiatives.



Business Reflections capabilities:

- § *Business Appraisal*
- § *External Environment Assessment*
- § *Business Performance Assessment*

Business results:

- § *Improved Business Value*
- § *Alignment of values with renewed vision and mission*
- § *Profit improvement - specific goals, strategies and scorecards*

Marketing and Sales Capability

Business Reflections assists your business to improve the performance, quality and productivity of your marketing and sales capability in the business to business and business to consumer sectors. We are able to evaluate and solve challenging marketing and sales issues. Our team works with all parts of your business to develop highly integrated sales and marketing programs and systems that are focused on delivering business results by:

- § Segmentation – market, product and customers
- § Refining your value proposition.
- § Planning the best methods for generating demand through planning, continuous testing and measurement
- § Developing and implementing integrated marketing and sales programs that deliver results.

Business Reflections capabilities:

- § *Strategic - Marketing & Business Plans*
- § *Brand Analysis and Positioning*
- § *Direct Marketing: Budgeting, Forecasting, Strategy, Execution, etc.*
- § *Internet Marketing: Ecommerce - B2B and B2C, Marketing, etc.*
- § *Strategic Customer Relationship*
- § *Sales Workforce Management Strategies*
- § *Implementation Support*

Business results:

- § *Improved sales team performance*
- § *Increased sales and profitability*
- § *Improved client retention*
- § *Improved conversion of new business opportunities*
- § *Focused marketing and sales initiatives - target markets*
- § *Sustainable and competitive market place differentiation*

Team Development Capability

Business Reflections Team Development Capabilities assist your business to design and then implement strategic and operational plans that cascade the vision of the business throughout your business. Our goal is to ensure your business achieves measurable results through efficient utilisation of your people.

Business Reflections capabilities:

- § *Team Training Needs Appraisal*
- § *Policy Development and Implementation*
- § *Customised Training Delivery – Management, Leadership, Sales, Employee Development*
- § *Training Plans*
- § *Personnel Profiling*
- § *Delivery of Nationally Accredited Programs*
- § *Implementation Support*

Business results:

- § *Employees understanding the strategic and operational objectives*
- § *Employees working together towards a common goal*
- § *Clearly defined roles and responsibilities*
- § *Concise and simple business guidelines*
- § *More effective leadership allowing people to grow*
- § *Improved productivity and net profit performance*

OH&S Capability

Business Reflections examines your management of OH&S standards and policies to ensure compliance with OH&S Act 2000 and OH&S Regulations of 2001.

Business Reflections capabilities:

- § *OH&S Audit*
- § *Workplace Consultation*
- § *Managing Safety Risks*
- § *Workplace Training*
- § *Policy Development and Implementation*
- § *Implementation Support*

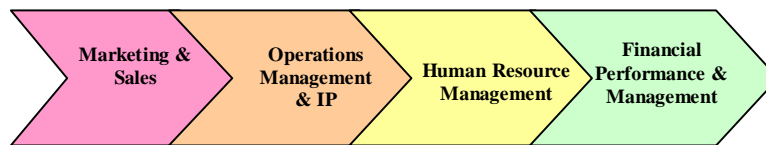
Business results:

- § *Improved staff morale and duty of care*
- § *Safer workplace for employees, customers, and suppliers*
- § *WorkCover compliance– reduction in premiums*

Succession Planning Capability

Business Reflections prepares your business in alignment with your exit strategy. We work with you in a structured systematic way developing strategies which enable you to gain maximum financial return (with minimized tax liability) along with ensuring a smooth transition process for the future successors of your business.

We will take you from your current position to your planned future position by helping you to focus on the following:



We work with you to develop your knowledge of business value and what drives it in your market place.

Business Reflections capabilities:

- § *Succession Planning Appraisal*
- § *Business value assessment & growth alignment*
- § *Intellectual property transfer*
- § *Policy, procedures and systems development*
- § *Implementation Support*

Business results:

- § *Increased business value*
- § *Improved net profit performance*
- § *Increased management efficiency and effectiveness*
- § *Improved customer service delivery and client retention*
- § *Improved sales team performance*
- § *Sustainable and competitive market place differentiation*