

No one can do everything themselves

Successful business is about overcoming challenges, seizing opportunities and preventing problems.

A well-run business does not normally have the spare management time and range of skills to cope with additional challenges, opportunities and problems when they arise; this is what The BMC is for.

Issues which businesses do not have the tools, the uninterrupted time, the expertise, the experience or the independent viewpoint to be certain of tackling themselves.

As former general managers we have these advantages over trying to resolve an issue internally;

We get the work done on time every time
We always provide action plans to follow

We see the same problems many times
We have been in your shoes

How does The BMC do it?

For the most common requirements:

We follow standard processes adapted to your situation (Sales Training, Marketing Planning, Quality Systems, Recruiting)

For requirements that are unique or less frequent:

We tailor the project to suit (Succession Planning, Due Diligence, Staff Management)

For businesses that need the discipline of a set, regular process to follow:

We enforce rigid processes and projects (Sales Management, Management Focus!)

For businesses whose needs fluctuate and change:

We create flexible projects and approaches (Marketing, Innovation, Strategy)

Consultants are the best option

Is it just coaching?

No, we can do the work for you as well as teach you how to do it.

Is it just mentoring?

No, we will create the processes to make change as well as working out what needs to be done.

Why are consultants the best type of support to get?

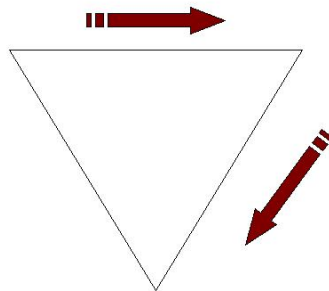
A consultant can tell you how to do everything we recommend – if you really want, we can do it there and then. We know what to do because a consultant starts at first principles – not just your view of the world - and can go as deep as required to work out what needs to be done.

What are action plans?

We always provide comprehensive lists of actions broken down to the lowest level of detail so that you can make genuine, achievable change quickly and with confidence. We tell you how something is most likely to work, not just that you need it – and how to do it!

How do you know what you might need The BMC for?

Situation → Process



Solution

Some businesses are in a Situation which requires assistance:

- Examples include Falling Sales, need for an Exit Strategy & a lack of Direction

Some businesses require a specific Process:

- Examples include Sales Training, Marketing, Recruiting & Ops Management

Some businesses have a clear Solution in mind which they will achieve with The BMC:

- Examples include Quality Systems, Management Systems & Growth Plans

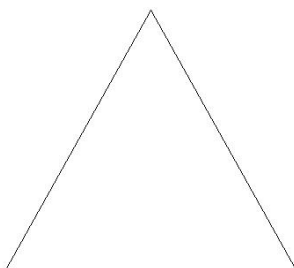
How exactly is this achieved?

Effective management is about choosing the best option according to criteria which reflect the needs of the business. Typically, business owners and managers will select options because they are easy to implement, economical and expedient (quick to implement).

The external perspective provided by The BMC looks at efficiency, effectiveness, reliability, risk, flexibility, appropriateness (adheres to strategy) and restrictiveness (prevents other options).

As experts who see the same problems overcome many different ways in numerous client companies, The BMC will advise on how best to make any changes, what the obstacles to those changes are and how to prevent or overcome those obstacles – to make sure it works.

Support



Training Motivation

The BMC's consultancy rests on three pillars

Support:

Creating the changes, systems, plans, processes and materials required and taking the actions to implement them.

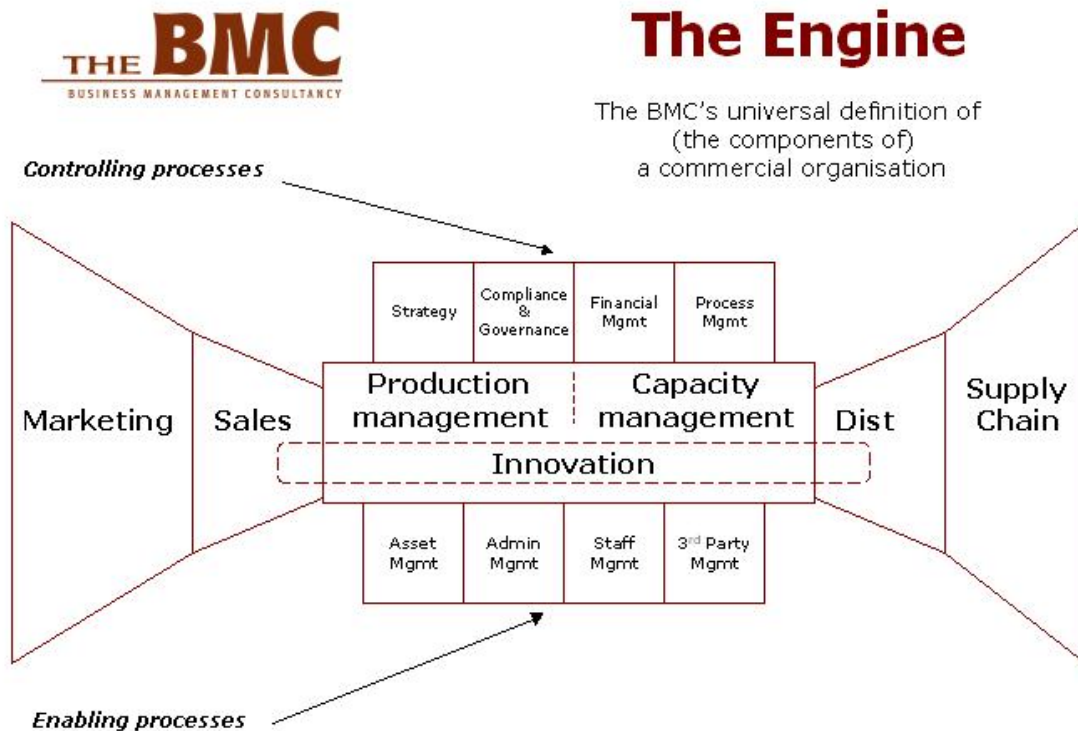
Training:

Educating your managers to accomplish the actions and changes required.

Motivation:

Keeping the important above the urgent by adding a structure of accountability.

How The BMC tackles commercial management



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All of the above components are necessary to some degree for a commercial organisation to function. The power of this approach is that we are not observing the business from the perspective of traditional expertise boundaries (accountancy etc) or from existing staff responsibilities.

We look at a business from the core needs of the business itself – to do what it does to add value and therefore turn a profit; everything exists in support of that alone.

For instance, we further refine the Sales function every organisation must have into eight processes – and for each of these critical processes we have a comprehensive assessment of the processes and resources required which we put against the unique needs of your business:

Prospecting	Needs Analysis	Quoting	Closing
Implementation	Re-Sale	Reporting	Techniques

Our answers are not defined by your questions or thoughts; what we identify and recommend is in comparison to how every vital part of your business could and should be tackled – the best way of doing things.

When a doctor listens to your symptoms and then prescribes treatment, it is on the basis of comparison to both a perfectly functioning human body and to others he has seen with similar symptoms. The system above allows us to act the same way with your business.

THE BMC

BUSINESS MANAGEMENT CONSULTANCY

0508 THE BMC

We are a highly ethical organisation

It is our job – our professional expertise – to manage your project and your expectations, just as it is for other professionals like surgeons and airline pilots.

We follow a transparent and highly accountable process to plan, explain and provide every project – this ensures that we know what you need and you get it. Therefore;

We offer a 'no value no fee' guarantee so if your outcomes do not resolve your needs, we do not invoice you!

What makes The BMC a good idea for you?

- ☐ Missed opportunities
- ☐ Static or slow-growing revenue
- ☐ Lost customers
- ☐ Declining margins
- ☐ Rising costs
- ☐ Falling staff efficiency
- ☐ Cash shortages
- ☐ IF you, your company or your products feel stale..

Although we focus our sales efforts on companies turning over between \$1 and \$10 million, our existing clients vary in size from the banks and life insurance companies to start-ups and micro-businesses.

We provide business training for local enterprise authorities and New Zealand Trade & Enterprise and specific training for clients.

We do conduct pro bono work for genuine distress (bereavement etc) cases and for the good of the community.

For more information:

Email and ask for the following service guides or just ask for a Business Health-check!

Working with consultants
External Sales Management
Succession Planning
Marketing Plans and services
Innovate!

Professional standards for advisers
Focus! (management systems)
Sales Training
Recruiting
Staff Solutions (maximising staff effort)

Alternatively visit www.thebmc.co.nz and download them yourself.

You might be busy right now, so just let us know you would like us to get back to you in a few weeks, or put a reminder in your diary to email us next week.