

Nudge Business Consultancy

Services Provided

Review, Report and Implementation

Introduction

Top-performing companies often turn to management and business consulting firms to assist them with their business process improvement initiatives, and for good reason. An outside partner can provide a much-needed degree of objectivity in assessing your current processes, identifying and prioritizing opportunities for improvement, and implementing business process improvement solutions. The Get Noticed Consultancy provide a unique business process improvement service by evolving established social Nudge techniques for business.

Although Management and Business Consultancy methods and processes have been well established over the years, what The Get Noticed Consultancy do with the information about your business gives you an advantage many other companies do not have. Your revenues will increase, people will want to work for you and everyone will wonder why!

The Get Noticed Consultancy works closely with customers to help them become a stronger, healthier and wealthier business. We do this by providing you the Nudges that will make significant and marginal gains for your staff, revenues and customers.

With over 15 years of experience we have worked with start-ups, SME's and large corporates in the services, IT, technology and communications industries. Our experience includes working together with customers to find the best Nudges, including the hands-on delivery that ensures improvements are realised. From sales, marketing, leadership and cash flow we can draw on expertise and experience to provide the Nudges your business can benefit from most.

Nudge techniques make it as easy as possible for people to do the 'right' thing. To help you identify improvement opportunities a rapid, independent review of your business is carried out and a report prepared followed by actionable recommendations for implementation.

Independent Review

We work with you to get to know your business and review the existing procedures and activities driving sales, marketing, leadership and cash flow. We can then delve deeper into specific areas that you would like to attend to first.

It is important to understand the existing processes and nudges that might already be in place to identify the nudges used and their effects. Some of the nudges might be contradicting each other creating message "interference", some might be driving undesirable behavior, some positive nudges could be developed/re-enforced.

Standard proven business consultancy methodologies are used including discussions with directors, management team, sales, marketing, accounts and potentially customers and channels to help establish the detail of existing processes and techniques as well what is and what isn't working. Discussions will include;

- What is the existing sales process, sales cycle?
- What products/services are being sold at what price?
- What are the terms, conditions or license agreements used?

- How do the above compare to the competition?
- What sales techniques are used?
- How are new leads/new business obtained?
- What is the overall perception of the business from an internal and external viewpoint?
- How is the product/service delivered and when?
- What is the website used for and how does it look?
- What marketing activities are carried out?
- What is the invoicing process?

From the Review a Report is produced which gives an overview of the business and performance measurements, where possible, for each of the units including sales, marketing, leadership, cash flow. The report will also provide an overview of the processes and Nudges already in place and whether they are consistent, positive or negative. The next section of the report will cover recommendations, timing, examples and finally possible implementation strategies. At a later date you can then compare performance measurements to understand the effect of the Nudges.

Report

During the consultation a report is compiled, comprising;

“Your Company”

Date

Review

- Overall view of the business
- Business performance (measurements)
- Overview of general processes and Nudges already in place
- Sales and/or Marketing, Leadership, Cash Flow performance and processes (as required)
- Specific Sales and/or Marketing, Leadership, Cash Flow Nudges already in place (as required)

Proposed Improvements

- Overview of general processes and Nudges recommended
- Specific Sales and/or Marketing, Leadership, Cash Flow Nudges recommended (as required)

Implementation

- Recommended Nudge Implementation timing and process (to be implemented by ‘Your Company’ and/or a Business Consultant)
- Recommended timeframe for review of business performance measurements (as required)

Conclusion

- Expected results

Implementation

Based on the information obtained in the Review and Report an implementation plan is developed. This can be either implemented by the customer themselves or with the help of a business consultant from The Get Noticed Consultancy.

Implementation of the processes and Nudges includes; research required to develop the process, specific details of the Nudge as well as how, where and when they should be used eg Cash flow nudge; Send the customer a text message, email, calendar item that invoice payment is due. If the message has a Subject it should be ‘Invoice 1234 due for payment 12th December 2014’. Send as High Importance, on a Monday, ~1 week before payment is due. Attach the invoice with payment details. Send it to their Accounts person, Cc their CFO and sales person. Restate the amount and due date in the email along with payment details. State late payment consequences (in the nicest possible way). State that you enjoy working with the company and value their business and to help

to continue to support them you look forward to timely payment. State that if they cannot make payment on the date agreed or have any questions then please contact the CFO, John Smith, Tel. , email..., as soon as possible to help agree a late payment plan.

Implementation can be based on the Nudges that will deliver the greatest results, whether that is in revenue, marketing response, employee satisfaction or cash flow. The Nudges will be presented and implemented in a clear and concise repeatable manner.

Nudge techniques make it as easy as possible for people to do the 'right' thing.

Reviewing and implementing nudge techniques provide an opportunity to develop a stronger, healthier, wealthier business in the short term and into the future. If you would like to learn more about how we can help your business please contact;

Bruce J Eley

Business Consultant

The Get Noticed Consultancy

Email: bruce.eley@getnoti.com

www.getnoti.com

CSR - To help ensure a morally right nudge 'Free Will' must be preserved. More than this, the 'Nudge' should be in the best interest of the society, business or person being nudged.

Implementations to date include;

- Shortening of the sales cycle from 9 months to 5 months for a telecoms service provider by nudging sales and support teams to respond and deliver more efficiently.
- Sales team employee satisfaction resulting in none of the team leaving the business over a 1.5 year period compared to an average staff turnover of 26% in other departments. This was achieved though nudging individuals towards both business and personal goals.
- Increasing revenues by 60% for a software solutions provider by nudging the sales and software engineers in several areas focussed on engaging with the customer rather than direct selling.
- Produced a 4x increase in webinar attendance for a mobile operator supplier by making the response form for attendance easy to reply to and the content clear to understand.
- Improved team relations between two departments in a large telecoms hardware supplier by nudging them towards co-operative projects. This both improved revenues and employee motivation.
- Revenue collections improved 21% for SME software company. Achieved through aligning invoicing with the customers' requirements and schedules.

In general the above improvements are a result of several '1%' type nudges.

About The Get Noticed Consultancy

The Get Noticed Consultancy offers consultancy services that lead to customers becoming a stronger, healthier, wealthier business. The consultancy services are aimed at helping improve sales, marketing, leadership and cash flow.

The particular business consultancy services provided are based on Nudge techniques. Nudge techniques have proved highly successful in the social world and The Get Noticed Consultancy brings these techniques into the business world.

At the Get Noticed Consultancy we are passionate about finding easy solutions to improving business, making the most out of the resources available by creating and implementing marginal gain activities.

We work with the leaders and employees of commercial businesses to implement improvements that make it easy for people to do the 'right' thing that leads to increased revenue, improved marketing responses, greater employee satisfaction and improved cash flow.

Most people and businesses have useful, valuable expertise, but may need a small nudge to make these expertise useful. Our goal is to help you harness your business and employee's creativity and energy to make big things happen in your business. Maybe the services The Get Noticed Consultancy offer will give you the nudge you need.

www.getnoti.com