

FGI Ltd.



FGI are specialist suppliers of ITIL, PRINCE2 and 'Soft Skills' training and consultancy. Their dedication to these core competencies allows FGI to provide the highest quality service at the best value for money. Founded over a decade ago as a bespoke software house and training provider, FGI has grown into one of the leading suppliers in their space. Based in Warwickshire, FGI now run their training courses throughout the UK and boasts a portfolio of clients ranging from private individuals to large blue-chip organisations.

FGI first contacted CCL after finding their details on the Coventry and Warwickshire Chamber of Commerce website, and CCL have now conducted a number of projects, all led by Ian Ainsworth, including an 'Incentive Scheme Review' to a 'Go to Market Review'.

Incentive Scheme Review

The main objective for CCL's first project was to review the existing incentive arrangements provided by FGI for their sales team. CCL then were able to present a range of comprehensive and self-funding incentive schemes, protecting FGI's exposure to incurring additional costs, with the achievement of above-plan performance.

The success of this project was illustrated by a marked improvement of all sales executives' performance and their commitment to over-achievement against the business plan.

Anita Jivan, Managing Director of FGI commented "I really feel that the work that Ian did helped with the strategy to allow us to grow the business. His clear and focused approach to the sales process bought rapid results."



Go to Market Review

Ian then worked with Anita to provide a complete and thorough operational review targeting the following objectives:

- Review of the business opportunities for each target sector
- Documentation of each sector's capability, the features and benefits offered to each market and a constructive critique of FGI's sales proposition
- Production of a 'Go to Market' model for each market sector. Each model considered potential sales channels and methods, appropriate/practical operational methodologies and processes, product lifecycle and commercial considerations
- The determination of a high level sales and marketing plan for each product sector
- The investigation of partnership opportunities available to FGI that might support and enhance the development and marketing of their products

Anita says "Ian had a real grasp of the market place and our competitors. He was able to offer clarity and depth to my project. I would strongly recommend him and have done so to four other companies who have instructed CCL with projects already."

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