

Iain Johnston Consulting.

We specialise and focus on these three key business areas namely **Sales & Business Strategy**, **Sales Management & Measurement** and **Organisational Leadership**. We sincerely believe that through these organisational effectiveness programmes, we can make a difference in facilitating a positive impact on your employee productivity, performance and employee engagement.

SALES AND BUSINESS STRATEGY: Developing strategic direction and implementation

We focus on the multi-level disciplines that command the 'go to market' space, and address those restrictions within the organisation that present the greatest challenges in taking the strategic thinking and planning initiatives and converting them into tangible results, through a structured and measurable implementation programme.

SALES MANAGEMENT & MEASUREMENT. www.i-snapshot.com

The Searching FOR Customers™ sales management development programme is based on our unique sales management formula which shows top and bottom line icons representing sales management activities, interventions and structures across the three key sales management areas of strategy, measurement and management



The i-snapshot system is a simple to use, sales force communication tool, guaranteeing less time is spent on administration and more time is spent on selling. It is proven to be extremely effective in the management of sales forces, improves performance, productivity and providing managers with real time actionable information from the sales team.

ORGANISATIONAL LEADERSHIP: (employee engagement) www.anevenbetterplacetowork.com



The "An Even Better Place to Work" (BP2W) programme is an on line transformational staff engagement programme (not a staff survey) that allows your employees to manage, take responsibility and ownership of meeting their own needs across seven key Satisfaction @ work™ areas. By simply understanding people's needs and providing the BP2W programme you will improve productivity, leadership and experience less people issues. BP2W operates through four levels of engagement: Mind set - Skills - Transformational experience - Maintenance of change.

BP2W is different in so many ways to other culture programmes. It is owned internally, works from the inside out not top down, it is holistic and aligns with existing organisational processes. The question constantly asked is "What am I going to do?" not "What is management going to do?" The diagnostic data is real time and differences are felt immediately. It allows you to identify dis-engaged staff and more importantly ways to re-engage them, It is 5% diagnostic and 95% solution, People like it and it works – you will not have to be 'pushing' people to engage.