



Suite of Service Offerings

2011/12
7House

www.7House.co.uk

7House - our focus

7House is a business development firm whose aim is to support businesses in their growth strategies both through acquisition and organically.

The two key areas of business that we focus on are:

- Acquisition growth through Private Equity and Investor due diligence and portfolio business development
- Organic growth of Private sector SME and AIM listed businesses wishing to develop their service/ product offerings and strengthen their market place presence

7House - what makes us unique?

We provide both strategic and operational delivery thereby ensuring we are accountable through the life and delivery of any project we undertake.

Team

10 senior business developers with strategic and practical experience within corporate and SME's across a number of sectors.

Key sector knowledge

Professional Services, Recruitment, Manufacturing, Technology, Digital Media and Print, Management Consultancy, IT, Retail, Construction, Healthcare, Financial Markets, Leisure, Utilities, Central and Local Government.

Acquisition Growth

We have experience of supporting our investment partners in the following ways:

Sales function due diligence to include:

- Assessment of teams; pipeline and forecasting; existing contracts and current routes to market
- Implementation of 100 day plans - within clear staged timeframes

And directly for our clients:

- Private sector owner /managers seeking exit/realisation of partial equity
- Development of 5 year business development plans
- Access to Private equity and investor network

Organic Growth

We support private sector businesses in the following ways:

New business development

- Business development review of strategic and operational sales delivery
- Evaluation and viability of new/ existing market sectors, new markets
- Productisation and launch of new products/services
- Delivering step change growth

Sales force productivity, efficiency, and prospecting and activity management

- Reviewing and setting key measurements and objectives for specific outputs
- Options for incentivisation and motivational schemes
- Rigour and structure for the sales force and its interface with the operational functions of the business
- Key account, global account management strategy and optimisation
- 12 month key account management and tactics
- 12 month new business management and tactics

Sales Forecasting and Pipeline Management

7House tool to improve accuracy of short, medium term sales force pipeline management and sales forecasting

Senior Exec/Management mentoring

- Sales and Business Development strategy, 5 year planning
- Step change growth management for the senior team
- Founder transition, exit, partial exit
- New product development, new routes to market, distribution strategy
- Assessing sales strengths and leadership capability

Sales Resourcing and Development

- Sales force outsourcing (on to 7House payroll)
- Secondments in to 7House to develop key sales personnel
- Sales force recruitment (executive/ management and field levels)
- Sales force training (key skills for account management, new business development and management development)
- Assessment/ suitability profiling for sales force (through 7House profiling tool)

Routes to market with national and global sectors

- Strategic market definition
- New market access
- Channel distribution
- Data mining/ research of existing and new markets (7House public sector data mining tool)

Tender/ Bid Management

- Tender management (leading teams on specific tender work)
- Quality assuring bids
- Managing bid process through the use of 7House bid management tool
- Transfer of knowledge in bid process to existing teams.
- Strong working knowledge of public sector frameworks

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