

# Expertek Company Profile

## Introduction

What are the biggest issues you and your company are facing at the moment? Supporting the sales team, generating demand, managing partners and coping with reducing budgets are all challenging issues. Perhaps we can help?

### We focus on four areas:

#### **Sales Enabling**

Increasing revenues by **communicating** the **benefits** and **positioning** of your products and services to your sales teams and channel partners. Enhancing business processes to motivate the sales and marketing teams

#### **Channel Development**

Improving channel effectiveness through **strategic channel or alliance design**, and optimising the **selection, direction and motivation of partners**.

#### **Programme Management**

Increasing the effectiveness of **product launches** and **marketing campaigns** by ensuring integrated Sales and Marketing functional activity and value for money from creative and communications agencies. Developing **marketing plans** and '**Go To Market**' strategies.

#### **Product Management**

Delivering enhanced **customer focus**, **market segmentation** and **value-based pricing**.

Helping you maximise business by providing the *right* products and services, through the most *appropriate* channels, sold by *effective* sales teams.

We can make a real difference to your company. Our team has a track record of delivering projects for many of the biggest names in IT, telecommunications and electronics including Microsoft, Nortel, ICL Fujitsu, Motorola, Hanson Plc, AT&T, BT, United Utilities and other leading IT and industrial companies, as well as start-ups and smaller organisations.

## Expertek Profile

### Mission

To maximise clients' business by providing sales, marketing, strategy skills and expertise, using our sector skills in IT, telecommunications, electronics, and industrial products.

### History

Expertek Consultants Ltd was formed in 1992 and has undertaken projects in product management, European market research, strategy and launch of new services. We have worked with large multinationals as well as start-ups, in IT, telecommunications, industrial products and utilities.

### Focus

We focus on areas of marketing and sales where the skills and expertise of our team can make a real contribution to success – growing sales and profitability. Our team has worked in line management positions so we develop and implement strategies that work, as well as being able to implement existing strategies.

Compared to *Management Consultancies* we focus on **Implementation** and **Action**. We believe that good strategy is vital, but a good strategy with poor implementation is no better than a poor strategy with good implementation!

Compared to *Marketing Communications Agencies* we focus on the **Core Marketing, Planning** and **Implementation** across all functions, especially sales. Communications is a very important element of effective marketing but it is only one element of the marketing mix.

### People

The Expertek team consists of high impact individuals with:

- Senior line management experience in Strategy, Corporate and Business Development, Marketing and Sales.
- Experience of working directly with UK, European and Global organisations.
- Extensive Marketing expertise.
- Technical or marketing or management qualifications, and in most cases, all three.

Personal Profiles are provided for the team prior to project engagement and the selection of individuals for projects is on the basis of the most relevant skills and experience.

## Services Overview - What we do

### **Sales Enabling**

*Enabling your sales team and your channel sales teams to sell your product by focusing on how the product benefits are communicated and the sales team skills enhanced.*

Having a fully effective sales team requires strong links between product groups, Marketing, and Sales. Expertek are able to bridge the gap between Sales, Marketing and Product groups. We will help to maximise the effectiveness of your sales teams by arming them with the tools to understand your product positioning, target the right markets and communicate benefits to your customers.

In association with Solutions for Sales (SfS), Expertek delivers the Strategic Sales Program. The objective of the Strategic Sales Program is simple – to increase sales of your products and solutions by providing the information and skills your salespeople need to be fully effective. It boosts sales by giving all your salespeople “insider” information.

### **Channel Development**

*Identifying and developing the best route to your market whether it is through direct sales, distribution, partnerships, VAR, alliance, JV or one of the many other options.*

Partnerships and Channels can provide the best route for both physical product distribution and sales but they also present complex issues in terms of selection, development and commercial frameworks. This is where Expertek can help. Expertek has core expertise in developing routes to market for IT, Telecommunications, Electronic, and Engineering products and services. Expertek understands the full spectrum of channel options and how they can be implemented.

### **Programme Management**

*Launching (and re-launching) products and managing marketing campaigns designed to increase revenues and margins.*

Are your products launched or leaked? Implementation of marketing plans isn't just a communications activity, it requires programme management expertise and strong marketing skills to set priorities and manage changes. There is also a need to assess the impact on, and manage the interface with, Sales, Manufacturing, Finance, etc. Expertek provides experienced marketers to manage the process working closely with in-house and external agencies. By providing resource when you want it you can minimise the in-house resources required whilst maximising Marketing's contribution to sales.

### **Product Management**

*Providing independent analysis on product portfolios and marketing plans, developing improved segmentation, targeting and 'go to market' strategies. Value based pricing and commercialisation issues.*

Product Management needs to be an in-house resource: We can provide are the skills, expertise and independence to optimise your product development investments, through skills development, process development and audits.



## Sectors & Clients

### Sectors

We have first hand knowledge of the following sectors:

- IT
- Telecommunications
- Electronics and Industrial Products
- Utilities

### Clients

Our team has a track record of delivering projects for many of the biggest names in IT, telecommunications and electronics including:

- Microsoft
- ICL Fujitsu
- Hanson Plc
- BT
- Nortel
- Motorola
- AT&T
- United Utilities

And other leading IT and industrial companies, as well as start-ups and smaller organisations such as:

- OxLoc
- Verum

## Contact

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