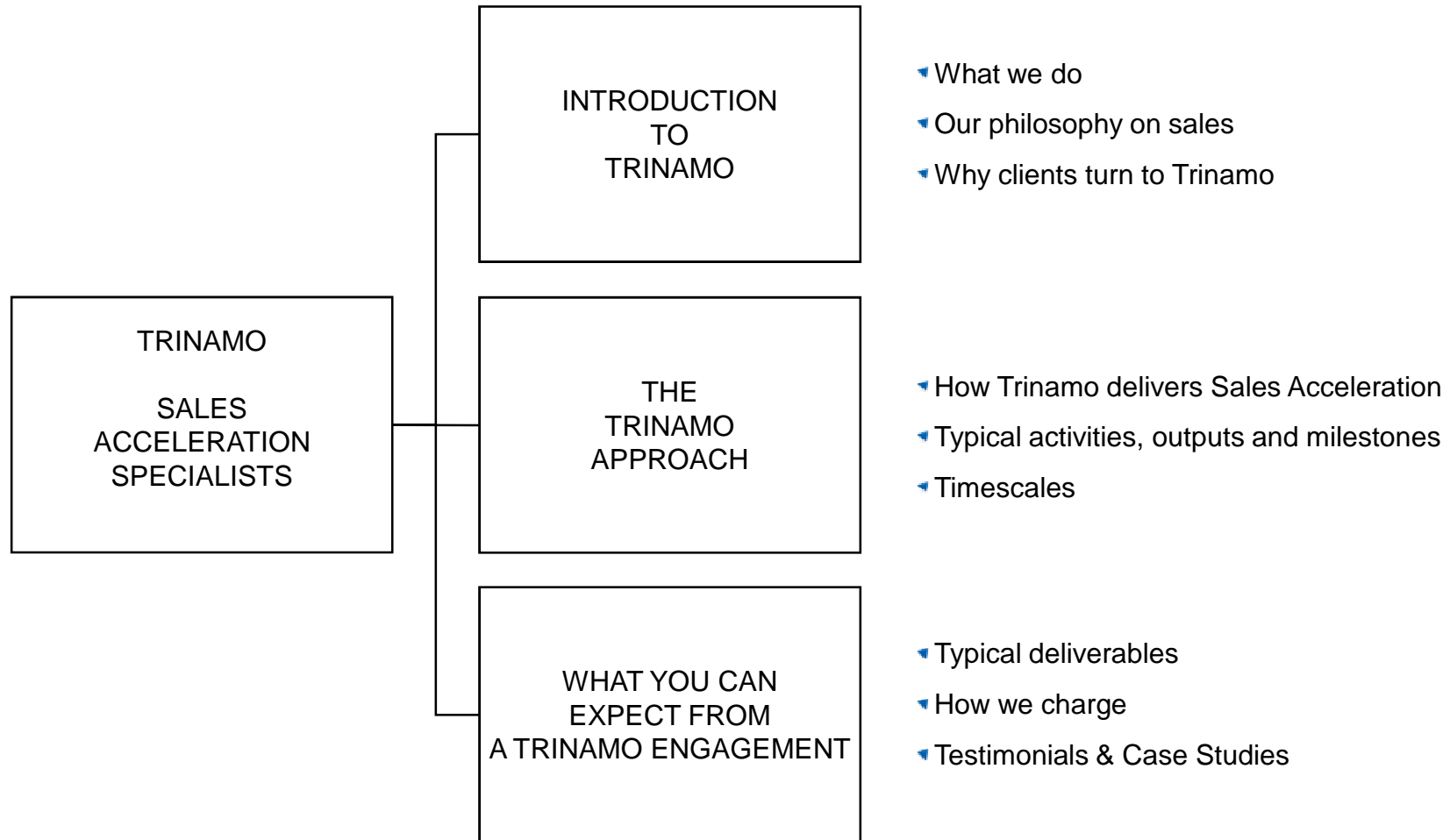


What We Do For Clients

Trinamo LLP



CONTENTS



WHAT WE DO FOR CLIENTS

BUSINESS WIDE GOALS AND BUDGETS
(Innovate, Create, SELL, Deliver, Support)

SALES ACCELERATION

SALES STRATEGY

Sales Strategy
Diagnostic
Business Strategy
Review
Board Effectiveness
Review
Market Analysis
Competitive Analysis

SALES PLANNING

Sales Organisation Design
Compensation Planning
Territory Planning
Financial Planning
Channel Strategy

SALES EXECUTION

Sales Management
Field Sales
Sales Recruitment
Sales Training
Lead Generation
Operational Marketing
Interim/Maternity Sales Cover
Partner Management
E-Selling

TRINAMO – THE SALES ACCELERATION SPECIALISTS

What we do



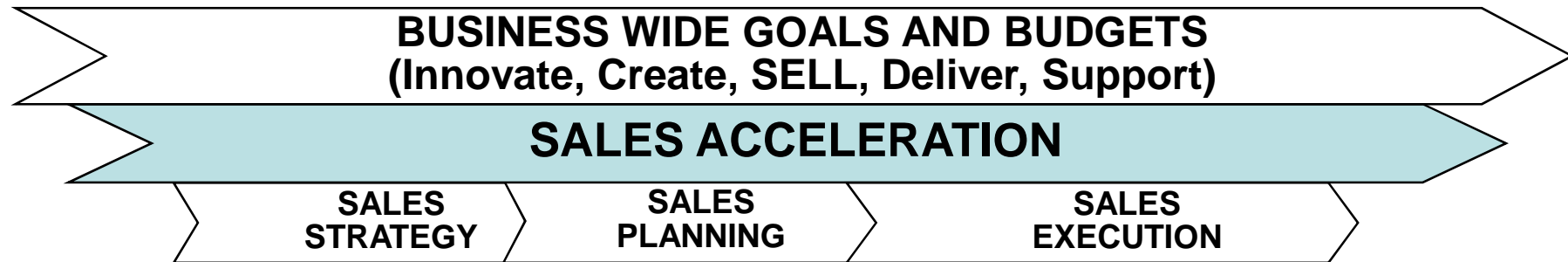
▀ Trinamo

- Assists companies and their investors with sales acceleration significantly improving their business performance and value, whether a start-up or mature business, niche player or global market brand
- Works with clients in a delivery and/or advisory capacity on both short and long term engagements
- Uses experience drawn from working in industry, investment houses and a wide client base. Benefiting from being alumni of business schools and management consultancies



WHY DO CLIENTS TURN TO TRINAMO?

We understand what it takes to make sales happen and have gained a reputation for delivering sales growth for our clients

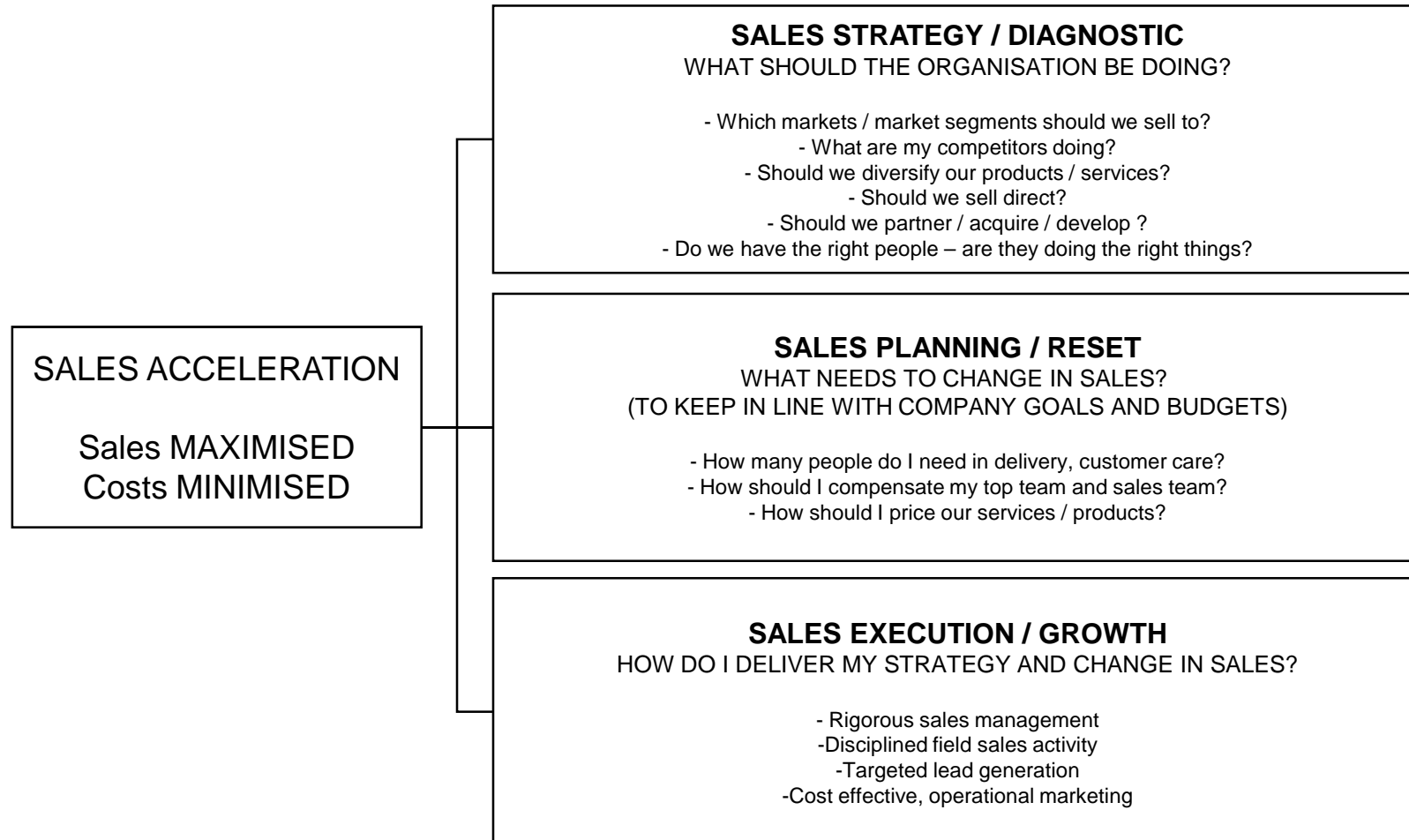


- ▶ Experience and Intellectual rigour
 - We have a proven track record of identifying problems, defining action plans and delivering results
 - We have worked in industry during growth periods and recessions
 - The team have strategic and operational experience from the best names in the industry
- ▶ Specialists
 - We provide advice focused around sales, a skill and discipline often under-rated or missing
 - We understand the challenges faced when businesses have to transition due to changes in the market
 - We know how to drive sales in different geographies
- ▶ Pragmatism
 - We know that the disciplined application of sales behaviours, processes and structure delivers results
 - We get hands on and drive impactful change and growth
 - We ensure the correct business model underpins key decisions

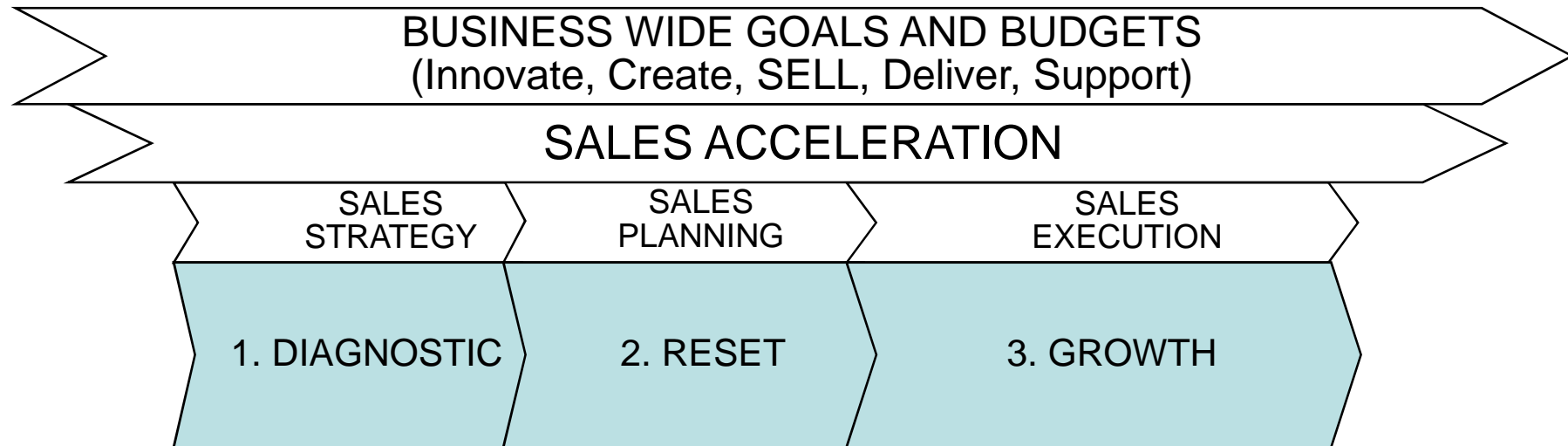


TRINAMO FOCUSES ON WHAT TO DO, NOT WHAT THE PROBLEM IS

“Not only did Trinamo give us fresh insights into our business and tell us what was missing but they gave us clear, concise actions to implement lasting change.” Chairman, Training and Development organisation



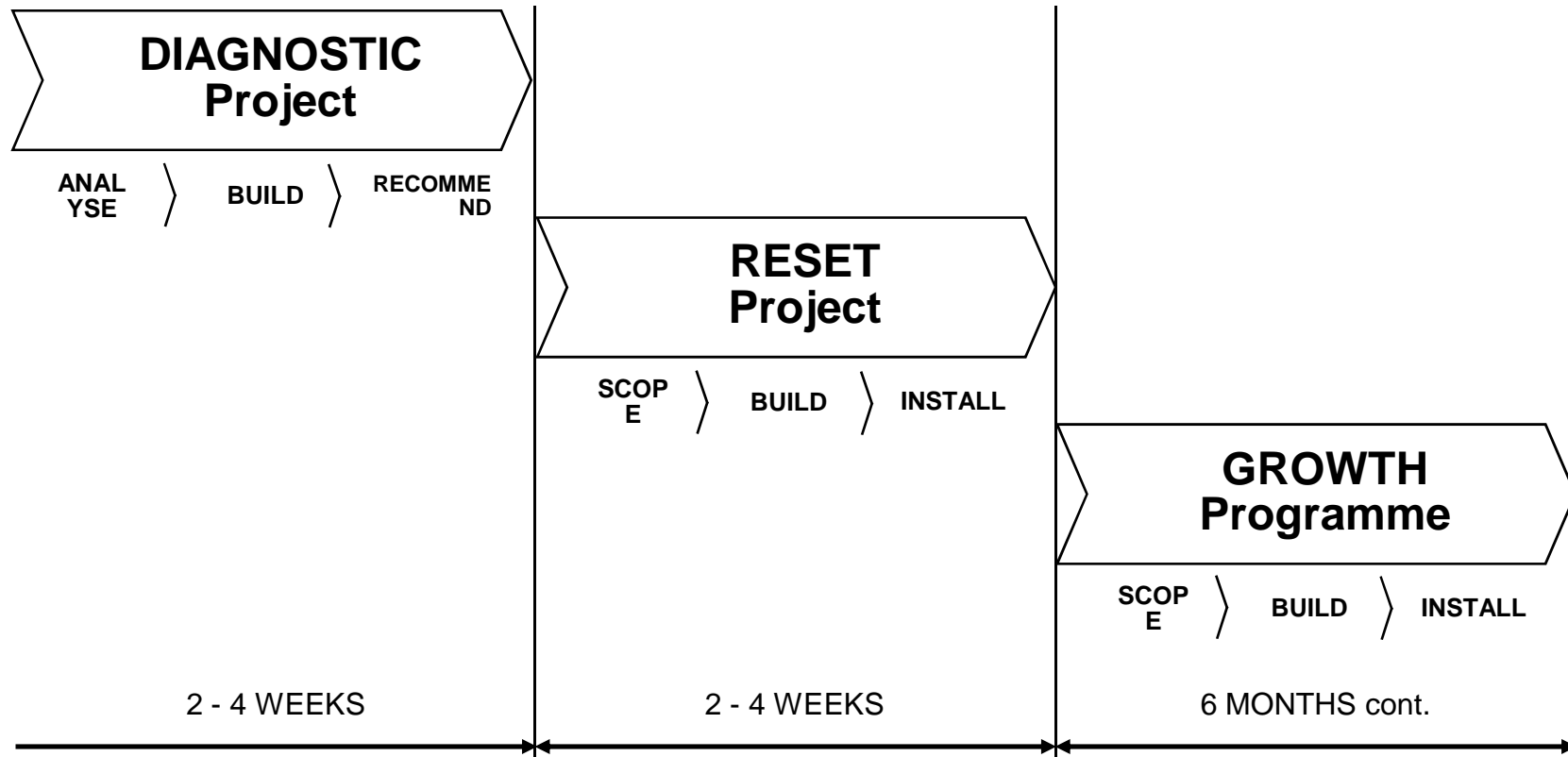
HOW TRINAMO DELIVERS SALES ACCELERATION



- ▶ Trinamo use a simple, three stage approach to design, install and deliver an improvement plan to hit accelerated sales goals. It complements the life stage of your company and enables
 - Rapid evaluation of all areas of your business affecting sales
 - Application of skills and experience from industry experts
 - Pragmatic approaches to maximise sales growth
- ▶ Emphasis is placed on moving to the growth phase as soon as possible
 - Analysis and fact finding is important but sales execution is even more important

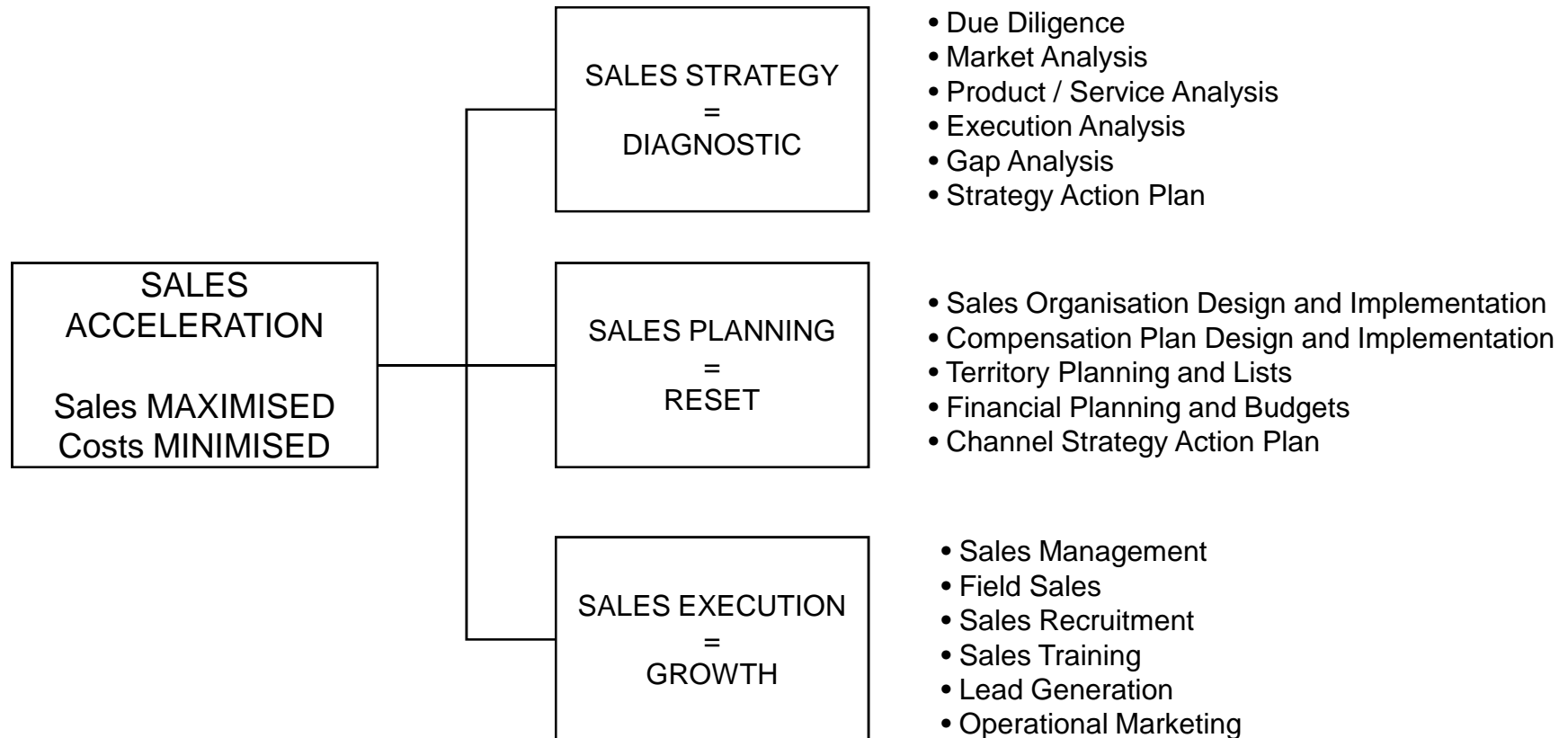


HOW WE ENGAGE WITH CLIENTS

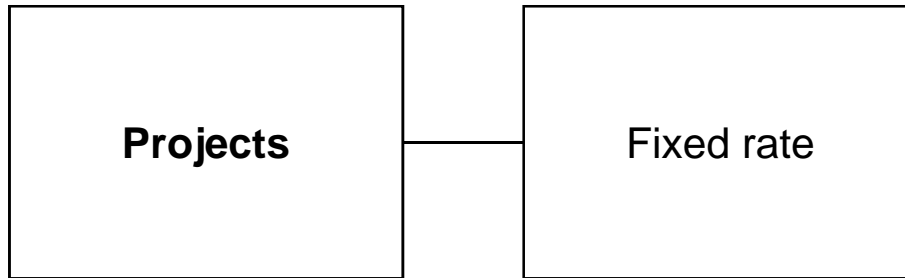


TYPICAL DELIVERABLES

A sample of the deliverables produced for a cross-section of clients shows the emphasis is delivery to support sales execution

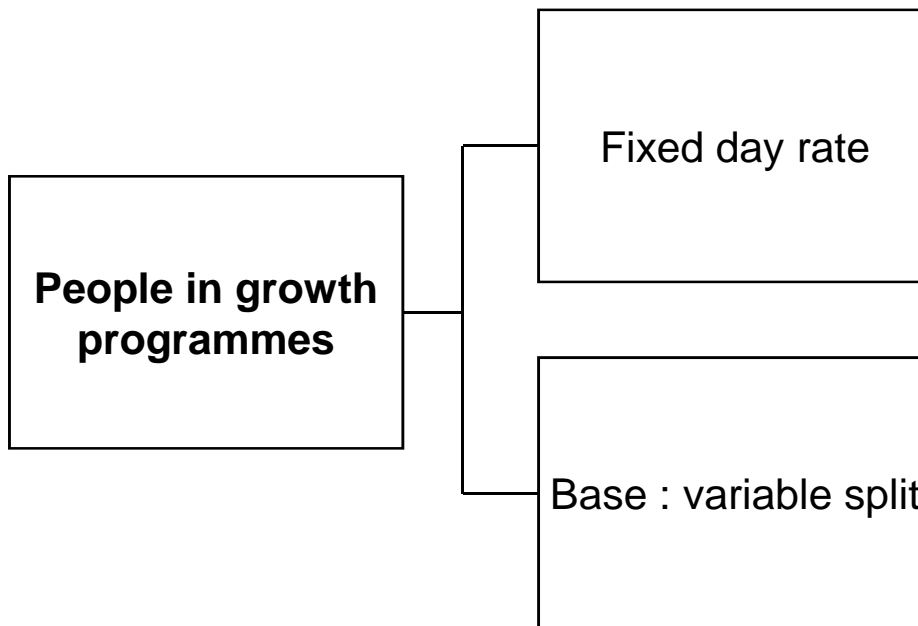


HOW WE CHARGE



Examples:

- ▶ Sales diagnostic
- ▶ Sales reset
- ▶ TBS (Trinamo Business Simulation)



Examples:

- ▶ TRP (Trinamo Recruitment Process)

Examples:

- ▶ 3-6 month interim sales manager



