

# Antonio programmes up solution for an IT Software company

## antonio falco

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"We took on the services of Antonio Falco after hearing him speak at a business function. His talk was intriguing as he had not prepared any material, merely took questions from the audience and drew on his obvious experience and intuition to offer a response – a refreshing change from the usual 'canned presentation' approach. When we engaged his services we found he was able to understand the issues and offer solutions intuitively; this proved valuable during the recruitment of a new Sales Executive, when he provided an extra perception that helped us find the right calibre of person. In another example, despite his opinion being at odds with the consensus view in a Board-level meeting, Antonio patiently listened to the groups views and then intervened with what he believed and felt should be the direction which the company should be pursuing. He backed up his thought process with his reasoning, adding a valuable different perspective. As I commented at the time, Antonio is not a typical consultant that borrows our watch then tells us the time, and charging us a considerable sum for the privilege. If you want a 'Yes Man' don't hire Antonio - but if you're looking for clarity, honesty, and integrity I can recommend him". Chris Hopwood, Managing Director

The company has developed specialist software providing workflow processes needed to achieve timely management information and transparency giving the customer the power to streamline and control the entire supply chain from 'concept to consumer'. Primarily targeted towards blue chip international customers.

### **The Challenge:**

Three key issues needed solving: First recruiting the right calibre of sales professional. Previous attempts resulted in £00,000's being spent, without results. Second, establish confidence in management to re-take the challenge of overseeing sales process. Third, set out the direction and future of the company.

### **The Solution:**

In selecting the right sales professional it was important to establish with the candidates the environment that they were coming into. Many companies consider the skill set and qualification above all but the key is whether or not the 'fit' is right. Next was to set in place the right expectations, targets, tools to successfully manage sales development. In order to ensure that the future of the company was the solution was to take into account the important elements these being the market, competition, capabilities, personal needs and the true potential of the company; from this an honest assessment can be given.

### **The Results:**

The right sales professional in place. Management with greater confidence to deliver. Clear, focused direction true and realistic expectations.

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## Challenge

- Identifying the right calibre and fit of sales professional
- Creating confidence in management
- Ensure the right level of expectations in place
- Set targets, objectives
- Set direction for the future of the company

## Solution

- Ensure the right sales people in place
- Right expectations and objectives in place.
- Tools to manage in place
- Re-build confidence
- 'Flush out' the real the future direction, capabilities and potential of the company

## Results

- Performing, proactive sales
- Confident management team
- Effective tools and targets
- Clear understanding of the company's destination



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For more information on how I can help you and your organisation please contact me:

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