



About Hartford Green Consulting

HARTFORD
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Name: Hartford Green Consulting

Industry: IT Business Consulting

Number of employees: 11-50

Hartford Green Consulting (HGC) is a provider of Business Consulting in Nigeria, headquartered in Lagos. Incorporated in 2005, HGC was established to provide unique and innovative solutions to organizations and measurably enhance their ability to build value, manage risk and improve performance. HGC provides a range of consulting services to leading private and public institutions in three broad areas, which are: People, Technology and Process. HGC is a SAP PartnerEdge Selling Partner and has provided SAP consulting solution for Oil and Gas, Financial and Manufacturing.

The Challenge

As many businesses dealing in the IT solution space, Hartford Green Consulting faced several different business challenges to become more effective within their market place. One of the major challenges was that the sales team needed a more focused strategy to improve their performance. The HGC team found it difficult to articulate core strengths and competencies of the company, and was not always focused when closing deals. As a result, every offer included a wide range of their products to be positioned. In addition, the consulting rates charged by HGC for such deals were rather low in comparison to the level of their consultants and this was hurting profitability. The company also felt that they were lacking a consistent approach to managing customer relationships and, thus, upselling opportunities were missed out.

The Objectives

In May 2015, SAP, together with the consulting agency PDAgroup, hosted a Strategic Business Planning workshop for the HGC management team. This workshop was designed to assist SAP partners to build a business strategy to reach KPI's (key performance indicators) for the 12 next months. The workshop was facilitated by a PDAgroup consultant, together with two SAP team members from West Africa and three executives from Hartford Green Consulting.

The workshop is split into three parts:

Defining the KPI's – In this section the partner defines the key objectives that the company wants to reach, and shares their current strategy on how they are tackling these goals going forward. This allows the whole team to have the same understanding of the current situation of the company.

Business Areas – In the second section of the workshop the team defines the critical business areas that have an impact on the KPI's and select the most important field to work on.

Ideate & Action Plan – In the final part of the workshop the team brainstorms ideas on how to tackle the key business areas and selects ideas that will assist them to reach their 12 month goals. They then action plan these quick win ideas to start the process immediately.

Following this process, the HGC team discovered that there were two critical areas that would have a positive effect on reaching the KPI's in the 12 months.

These were:

Improving the company's Unique Selling Point and Value Proposition
Restructuring the company's sales process to make it more efficient.

The Result

One year later, after working with the support of SAP Channel team in the two identified areas, HGC have made several internal changes and have seen tremendous growth in sales and customer adoption. The company focused on improving the sales process and developing the sales team to have more of a trusted advisor role with their clients. Customer retention as well as cross-selling have improved across the board. This has led to more up-selling opportunities in existing accounts and has contributed additional 15% to HGC total sales this year.

After a rebranding exercise that was triggered as a result of the Strategic Business Planning workshop, Hartford Green Consulting have become more aggressive in promoting their brand throughout Nigeria. In 2016 the company has run two large marketing events together with SAP. With a unique selling proposition and value proposition that is more aligned to their customers' needs, this has increased demand generation and resulted in HGC sales team winning five new accounts for the SAP analytics solutions in the past 12 months.

About PDAgroup

PDAgroup supports companies with specific and tailored training programs in the areas of sales, marketing, channel management, innovation, as well as strategy and human resources management. In order to guarantee that the training program will achieve the best results, different analysis tools are used to identify strengths, weaknesses and potential of the company at the beginning of the process. PDAgroup has already trained more than 4000 people in over 60 countries.

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15%

increase in total sales



1

strategic sales plan

“We wouldn't have had such exposures without acting on some of our take-aways from the workshop with SAP and PDAgroup! The workshop helped us to improve management and to build a more aggressive sales organization. We have overcome many of our key challenges in last 12 months and are having now a process in place to help succeed in the future.”

Ola Ekundayo

Executive Director

Hartford Green Consulting

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