

thewatergroup

A BUSINESS SERVICE CONSULTANCY

SUMMARY *of*  
Services



# 2 Questions

1. If You or Your Business Went Away Today, Who Would Care and Why?
2. What is the difference between the market without your company and the market with it?

The answers to these two questions will provide insight into your company's purpose—why the company exists—and the value you deliver to customers, constituents, vendors, employees, affiliates, and shareholders. The Water Group's service offerings are provided to help companies gain and sustain competitive advantage, and to provide favorable answers to these two questions.

## SUMMARY *of* SERVICES

Our team of professionals has led successful global organizations to outstanding performance, have achieved business success at every level of organization, and have held leadership positions at some of the world's most dynamic companies. These positions include: Managing Partner, Chief Financial Officer, Chief Operating Officer, Principal, Executive Vice President, Vice President, Director, and Manager. We apply the value of these experiences—knowledge and expert perspectives from other industries—to the problems and challenges facing our clients, offering fresh perspectives and breakthrough business insights.

### [1] Business Performance Improvement

We not only provide guidance on what to improve, but by identifying key value streams and business processes, we apply our P.E.M.A. (Plan, Execute, Monitor, Adjust) framework that allows for the selection of business improvement programs and initiatives that will yield the greatest leverage and return on the organization's business performance improvement investment.

#### **Strategy and Execution Support (Operating, Business Unit Strategy)**

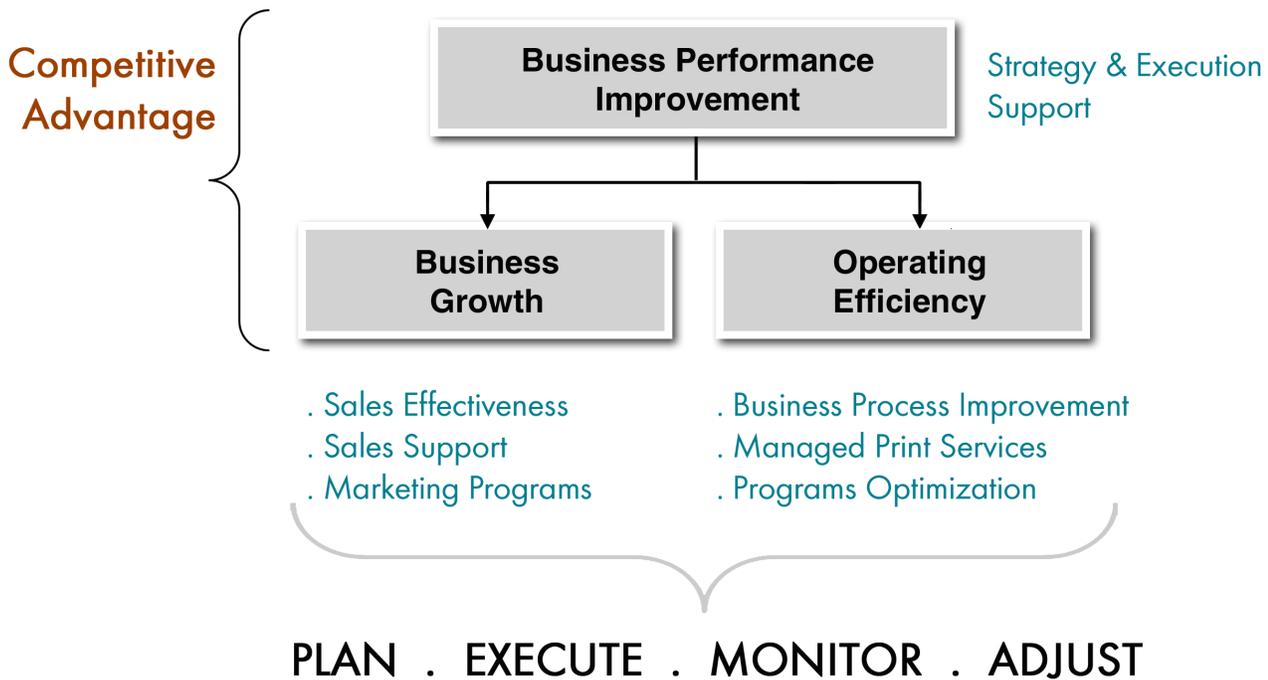
Companies develop strategies for two primary reasons: to deliver value (corporate strategy) and to gain competitive advantage (operating and business unit strategy).

A strategy defines those things that a company **MUST** do to deliver value and/or to gain a competitive advantage in order to remain viable; and it defines how that can best be done. With a well-reasoned strategy (a plan for getting from A to B) companies are challenged to know on which activities to spend their effort and resources for maximum benefit. We help companies at every stage of the strategy process from strategic planning workshops, to strategy development, to strategy execution support, to monitoring (managing and tracking), and making adjustments as necessary. This process establishes the Water Group strategy framework that we call "**P.E.M.A.**" (**Plan. Execute. Monitor. Adjust**).



# WATER GROUP "P.E.M.A."

## Business Performance Improvement Framework



## [2] Business Growth

### Sales Effectiveness

The Water Group helps sales organizations, teams, and professionals improve sales performance, increase close rates, reduce cost-per-order-dollar, and increase overall effectiveness. We provide these benefits through our time-tested sales development programs. We offer programs to optimize sales organizations as well as the skills of its individual sales professionals of all experience levels.

In addition, we provide our **Sales Navigator +lus (SNaP)** Usage-Based Training & Learning (UBTL) software and methodology for companies looking to improve sales performance with little-to-no budget. UBTL through SNaP is the process by which sales professionals receive sales training & development simply by using the tool. It enables sellers to improve their selling effectiveness as they use SNaP to do their day-to-day job.

### Program Optimization Consulting

Far too often, companies will roll out a new offering (e.g. a new hardware product, new solution such as MPS, or a new service) or try to exploit an existing one (e.g. an existing product in a new market) and struggle to sell it or gain traction with it. We help companies understand the status of their existing programs, where the challenges lay, and we help them optimize the programs for maximum value.

### Marketing Programs

(With an emphasis on sales growth and customer retention)

Fact #1: Every company loses customers. Fact #2: Every company wants to retain these customers and attract new ones. Fact #3: Most companies struggle with attracting & retaining customers. We can help.



## Business Process Improvement

Using Six Sigma methodologies and the global assessment & business process improvement experience of the Water Group team, we help companies become more efficient, reduce costs, shorten lifecycle times, and improve customer satisfaction.

The Water Group team is expert at assessing & benchmarking an existing business unit, process, or operation to identify areas of waste, high cost, and inefficiency. Then, using our P.E.M.A. improvement framework, we develop actionable recommendations & solutions to improve overall efficiency and performance.

## Imaging & Output / Managed Print Services Office Optimization

We are the world's foremost authorities on all aspects of Managed Print Services (we wrote the book on it ... literally) and improving companies' Imaging & Output environments. We've been doing it since 1998 and, collectively, our team of professionals has been involved in the analysis, solution development, pricing, sale, project management, contracting, consulting, optimization, and support of nearly \$1Billion (total contract value) of MPS deals globally.

We help companies with every aspect of their MPS interests, including MPS program optimization (looking at every aspect of their MPS program offering) and MPS sales effectiveness.

## Primary Vendor Deal Negotiation Support for Independent Retail Pharmacies

An often misunderstood aspect of operating efficiency is reducing the costs of doing business, and getting more done with less. Our team has helped negotiate Independent Retail Pharmacy deal terms for years, and we now provide our expertise to help pharmacies negotiate the best deals possible with the drug wholesalers and distributors of their choice. And we do not charge you a fee up front nor do we earn any payment unless we negotiate a better deal for you than you could get on your own.

