

Adaptive Commercial Strategies

- Business development
- Business strategy
- Data-driven decision making
- Growth strategy
- Market expansion

Delivering a comprehensive and cohesive strategy that helps drive your business forward. Our approach is adaptable to changing market conditions, providing reassurance and confidence in our ability to navigate the dynamic business landscape.

1. Understanding your needs

Initial Consultation

We start by examining your current commercial situation, challenges, and goals. This step is fundamental and a requirement for future steps as it sets the foundation for our work together and demonstrates our understanding and consideration for your unique circumstances. We will work closely with you to ensure your needs are fully understood and met.

Assessment and Diagnosis

At the end of the initial consultation, we provide a commercial assessment and diagnosis report—a comprehensive analysis of your business, market, and competition. This detailed report will give you a clear understanding of your current situation and the potential areas for improvement.

2. Modular Framework

Phase A – Discovery and assessment

We offer a modular framework where each service can be delivered independently or as part of an integrated solution. The final package is customised based on your specific needs.

Service module	Description	Typical Target ROI	ROI rationale
Business Development	Evaluation of current business development processes and identification of opportunities for improvement.	20-30%	The focus is on improving existing processes, often resulting in incremental gains. ROI targets are moderate because the changes are typically more evolutionary than revolutionary. Successful implementation should increase sales efficiency, customer acquisition, and conversion rates.
Business Strategy	Review and refine your overall business strategy to ensure alignment with market conditions and organisational goals.	15-25%	This service is about aligning the business with market conditions and organisational goals. While it may not always lead to immediate financial gains, it sets the foundation for long-term sustainability and growth. ROI targets here are more modest due to the strategic nature of the work and the longer timeline for seeing results.

DD Partners Ltd, 71-75 Shelton Street, London WC2H 9JQ
Company registration: 14674045 | VAT registration: 452183895

www.crystal-strategies.com



Service module	Description	Typical Target ROI	ROI rationale
Growth Strategy	Analysing potential growth avenues, including new products, services, or markets.	25-40%	Growth strategies often involve identifying and exploiting new opportunities, which can result in significant revenue increases. The ROI target is higher because successful growth strategies can lead to substantial market share gains, increased sales, and possibly new revenue streams.
Market Expansion	Identifying target markets for expansion and assessment of feasibility and potential ROI.	30-50%	Market expansion can lead to significant revenue increases if executed correctly. The ROI targets are higher due to the potential for substantial new revenue from entering new markets. This process involves more risk and investment, but the rewards can be significant if the expansion is successful.

Phase B: Strategy Development

- Development of a comprehensive plan that integrates the findings of the chosen areas (above)
- Collaborative workshops with key stakeholders to co-create strategies
- SWOT analysis to identify strengths, weaknesses, opportunities, and threats
- Development of scenarios to anticipate market changes and potential disruptions.

Phase C: Implementation Planning

- Development of a detailed implementation roadmap with timelines, milestones, and responsibilities.
- Identifying and allocating necessary resources.
- Preparing the organisation for change through effective communication and training.

Phase D: Delivery and Monitoring

- Pilot projects to test strategies and gather feedback.
- Set up key performance indicators (KPIs) and monitoring systems to track progress.
- Regularly reviewing outcomes and making adjustments to strategies as needed.

3. Other deliverables

- Regular updates on progress and findings
- Stakeholder engagement to gather insights and build consensus.
- Feedback loop to capture inputs and iterate on strategies, including regular check-ins to gather feedback on the implemented strategies, adjust the plan, and ensure it remains aligned with your evolving needs and market conditions.

4. Our approach

- We underpin our insights and recommendations with validated data and analysis
- We use project management tools to manage timelines, tasks and collaboration
- We use CRM systems for tracking our ecosystem engagement and communications

5. Sample Project Structure

- **Kickoff Meeting**
Alignment on goals, scope, and timeline.
- **Discovery Phase**
Conducting assessments and gathering data.
- **Strategy Workshops**
These are sessions where we present our strategies and opportunities for collaborative strategy development with you, engaging and involving you in the process.
- **Implementation Plan**
Create detailed plans and allocate resources.
- **Execution**
Implement strategies with regular monitoring and adjustments.
- **Review and Adjust**
Evaluate outcomes and refine strategies as necessary.

6. Indicative costs

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| • Initial Consultation, Assessment and Diagnosis | £2,000 - £6,000 plus VAT and expenses |
| • Two modules – phases A-D | £8,000 - £16,000 plus VAT and expenses |