



SERVICES AND SOLUTIONS TO KICKSTART YOUR BUSINESS GROWTH

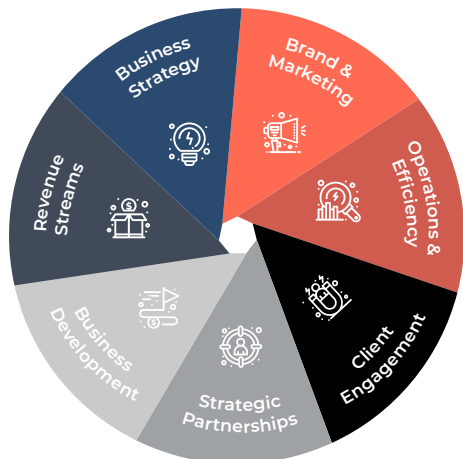
As thinkers and doers, we love to roll up our sleeves to deliver executive-level insights and actions that drive business growth. Our flexible engagement options and outcome-focused solutions make it easier for you to prioritise business improvement initiatives with reduced delay and impact on your teams.

We're the hands-on growth consultants who deliver value through insights and actions.

We work with business owners and leaders within the software and professional services sectors to help them improve their business performance and achieve their growth goals.

We're not an agency, but a boutique consultancy focused on providing the right level of specialist support where and when you need it.

AREAS WE SPECIALISE IN:



ADVISORY:

Kickstart your business growth with new approaches to existing challenges.

Our Advisory services provide you with executive-level thinking and results-focused advice delivered in a detailed report of insights and actionable recommendations.

We focus on helping you tackle the most pressing issues affecting your business. We apply our proven innovative thinking and commercial-minded approaches to effectively solve your business challenges.

We start by facilitating discovery workshops, completing audits and surveys, and importantly, engaging with your team, clients, and/or partners to get a holistic understanding of the challenge.

We then bring together these insights with our expertise to provide effective solutions and actionable next steps that you can apply, or engage us to carry out as a project or ongoing managed service.



PROJECTS:

We're all about taking action, rolling up our sleeves and delivering outcomes.

Outsourcing projects to experienced partners can free up your teams to focus on their core tasks and limit delays on projects that are critical to your growth.

With Peer Action you can access specialist support to assess, plan, run and complete strategic projects for you.

We are thinkers and doers. Our approach starts with exploring the finer details of what your business needs, what matters most and will have the most impact.

When you engage us for your critical projects, we will design a project with you based on:

- your timeline
- your budget
- required outcomes/deliverables

We then execute on projects to agreed milestones, reporting cadence and outcomes or deliverables.



MANAGED SERVICES:

We can fill your skills gaps with ongoing, hands-on support.

Have your BAU tasks taken care of with Peer Action as a Service (PAaaS) - an ongoing engagement where we carry out a pre-defined list of activities for a monthly fixed price.

We work with you to design a program with the right mix of activities that we will deliver and report on each month with flexibility for any ad-hoc requests.

Whether it's to monitor marketing or sales performance, track KPIs, improve organisational reporting, support governance or ease workloads, PAaaS is a flexible option to help you inject the missing skills you need to manage the peaks and troughs of your business.

GETTING STARTED WITH PAaaS:



What challenge do you need help solving and prioritising? See over for details on our specialisations

SPECIALIST SUPPORT WHERE YOU NEED IT



Flexible service and engagement options



Remote or onsite support



Programs tailored to maximise impact



Support with complex or technical topics



Hands-on and outcomes-focused



Experienced to fill your skills gaps and support internal teams



BUSINESS STRATEGY

We can support your business strategy and vision by bringing our extensive experience and proven tool sets to your business planning such as **financial management tools**, **management reporting**, and **strategic guidance**. We can help you always be ready for an **acquisition** or **sale**.



MARKETING & BRAND

We can help accelerate the impact of your brand and the effectiveness of your marketing with strategies, messaging, campaigns, activities, and collateral that resonate deeply with your stakeholders and align with your business's unique offering. From **brand audits** and **marketing strategy reviews** to executing **digital and social media marketing**, **event campaigns**, **writing content**, and **collateral** for sales enablement.



OPERATIONS & EFFICIENCY

Having established **systems**, **tools**, **policies** and **procedures** that are robust and integrated across your business is key to scalability. We can help establish or **mature your operating systems**, document your **business operating model** and **manage knowledge capture** and sharing across your organisation.



CLIENT ENGAGEMENT

We can help you **create the strategic client relationships** that are essential for fostering long-term business success. Our approach includes carrying out **client sentiment surveys**, **needs analysis** for **new opportunities identification** and developing **client success programs** to help you retain and grow each client.



STRATEGIC PARTNERSHIPS

Partnering with aligned businesses can accelerate your business growth. We have 30+ years experience working with **strategic partners**, **software vendors** and **distributors**, and can help you navigate negotiating, establishing, onboarding and management of these partnerships, including maximising the benefit of **co-marketing programs**.



BUSINESS DEVELOPMENT

We can support your business development efforts with **go-to-market strategies and campaigns**, experienced **proposal and tender support**, **sales management** and **reporting**. We focus on optimising your business development efforts holistically to increase your sales success rate.



REVENUE STREAMS

We can help you achieve **financial resilience** by **diversifying** your businesses' **revenue streams**, and driving **annuity revenue** that will combat seasonality, peaks and troughs. We do this by understanding your capabilities, products and services, identifying new in-demand solutions and collateralising them for market.

Peer Action is a boutique consultancy established by Annette Henry - a successful entrepreneur and company director. For 10+ years Peer Action has been providing businesses with results-driven strategies and action plans that drive performance and establish a path for significant growth.



Annette Henry

30+ years experience specialising in executive leadership, financial and operational efficiency, revenue stream building, sales strategy and service delivery maturity. Annette has been instrumental in the success of multiple acquisitions and sales.



Tracey Pearce-Sampson

28+ years experience in B2B marketing, brand strategy, design and communications, multi-channel campaigns, sales enablement, digital marketing and events. Tracey has helped multiple businesses reposition their brand, products or services following mergers or acquisitions.