



Post Acquisition Integration

Get concrete evidence of what sales and marketing initiatives have been working. Evaluate growth capabilities. Then take advantage of a structured sales performance improvement strategy that follows best practice. As a result, be confident in the knowledge that post acquisition, your company will achieve fast revenue growth.



Post Acquisition Integration

CappcoPartners has extensive experience in operational due diligence. As a result we are in an ideal position to assist with sales and marketing integration processes post acquisition. We assist management teams and investors with our time-saving Growth Assessment Model™ that leverages our operational due diligence assessment for quick and easy implementation of integration plans.

Objective

Most research indicates that M&A activity has an overall success rate of about 30%. Furthermore, a recent McKinsey study found that 42 percent of the time, pre merger due diligence conducted before a merger fails to provide an adequate roadmap for capturing synergies and creating value.

In our experience the main reasons for failure are:

- Management teams being distracted from their day-to-day objectives. As a result the combined companies do not meet agreed revenue objectives.
- Inadequate planning during the due diligence phase defocuses the combined management team's post mergers/ acquisition. Important factors such as sales culture and management capability are not taken into account.
- Taking for granted that management understands it's market and company, therefore not performing professional operational due diligence.
- The Management team's inexperienced in merging companies and making obvious mistakes.
- Focusing on cost savings as opposed to revenue generation.

Assessment and Planning

CappcoPartners uses a systemic and fact based approach to assess and compare the companies current sales and marketing capabilities, processes, strategy and management.

In particular Cappco Partners assesses:

1. Sales strategy: Obtains a full understanding of a company's value proposition and capabilities, together with how they are created and communicated.
2. Brand awareness: Examines all external communications to determine whether they are aligned to the company's value proposition and unique differentiators, including collateral, sales presentations and the website.
3. Lead generation: Investigates in detail all aspects of how potential leads are generated and managed before they are passed to the sales team.
4. Sales execution: Evaluates the management of sales and closing processes and how propositions and differentiated. Also how closing and commercial processes and managed.
5. Client management: Probes capabilities, focuses on current clients and how long term profitable relationships are built.



Delivery

The first 100 days after a merger closes are critical for demonstrating value and tangible benefits to employees, customers and investors. To exploit short term opportunities, CappcoPartners:

- Builds sales and revenue momentum: Early success in winning a few critical large transactions is critical for proof-of-concept cases. Identifies clients with the most revenue potential, then implements an account planning and deal review process, detailing key actions and objectives. Leverages key resources including top teams, product development, sales people and technical support to secure transaction wins.
- Review customer portfolios: Renegotiates contracts identified as giving the best value to the company to drive short term revenue, whilst maintaining long-term relationships.
- Management assistance: Creates and enhances sales and marketing KPI's and the validation of sales targets, sales compensation and territory allocation.
- Create consistent best practice processes: Quickly assess what the company does well. Then implement best practices including consistent sales and pipeline measurement processes across the entire company. In addition agree a CRM policy and the implementation of other sales and marketing automation tools.
- Planning assistance: Creates or enhance the marketing plan and if applicable the partner plan. Develops processes and templates for the creation of internal business cases for selling into new target markets.
- Infrastructure implementation: Implement sales and marketing tools including CRM, lead tracking, website analysis and social media, etc.
- Process change: Creates repeatable sales processes aligned to pipeline and forecasting model:
 - Deal and account review process
 - Creates a CRM policy
 - Introduce an enhanced pipeline process which integrates into the forecast
- External communication: Ensures all external communications are aligned to the company's value proposition and unique differentiators, includes all collateral, sales presentations and the website.

Exploit short term opportunities by:

- Implementing account plans detailing key actions and objectives for clients with the most revenue potential.
- Implements a deal review process to identify the most important deals and to decrease time to closure.

Specialised Sales and Marketing Services

CappcoPartners' experienced sales and marketing executives specialise in improving sales and marketing performance and executing corporate turnarounds where revenue growth and creation is essential. CappcoPartners' team provide the following services:

Investor Services

- Pre-deal due diligence: Our proprietary **"Growth Assessment Model™"** assesses and measures sales and marketing capabilities and gives detailed information about a target firm's ability to its growth plan.
- Assists under-performing portfolio companies: Implements growth strategies by creating consistent sales and lead generation processes based on best practices.
- Post acquisition integration: Assists and project manages the integration of sales and marketing departments and creates consistent processes across the company.
- Exit planning: Prepares our clients for vendor due diligence by fine-tuning sales and marketing processes and capabilities.

Sales Performance Improvement

- Sales and brand strategy implementation: A **"Sales Performance Improvement"** process identifies and exploits key differentiation factors. A hands on approach validates and then implements unique sales messages throughout demand creation campaigns and marketing communications.
- Lead generation: Increases revenue by improving lead generation processes resulting in the delivery of high quality leads to sales teams.
- Sales process implementation: Our **"Value Based Sales™"** methodology ensures accurate pipeline measurement and institutionalises sales best practice sales processes across the company.

About CappcoPartners

CappcoPartners was formed in 2009 to provide sales and marketing services to private equity and venture capital backed firms, struggling to meet their growth plans. We are staffed with experienced professionals who have successfully implemented positive change for small and mid-sized firms across all major industries. Each partner has a successful track record in implementing change and extensive experience in growing revenue.

Since 2009 CappcoPartners has successfully grown revenue by £75m for our clients and have added £300m in Enterprise Value to their investors. See our successes at www.cappcopartners.com



Institute for Turnaround



The CappcoPartners team are proud to be members of the two most prestigious turnaround organisations in the UK

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