



## Why an Organization Hires a Business Consultant:

January 2022

- 1. A focus on the experience.** Geoff Ashley & Associates has over forty years of experience helping organizations become more successful, profitable, efficient and effective. Our mission is to help our clients deliver a “stellar experience” to all of their stakeholders. Whether the stakeholder is a prospect/client, employee, partner, or anyone interacting with your company, GA&A has world-class solutions, methodologies, tools, resources and strategies designed to ensure that their experience is stellar. In a world where someone can find an alternative to your company in six seconds or less, a stellar experience is the most important priority you can have. A negative experience with your company will be socialized to millions of people and that experience can remain on-line forever.
- 2. A consultant may be hired to identify problems.** Sometimes executives or managers are too close to the problems or issues that may exist within their organization. Geoff Ashley & Associates can work to help your company identify issues as well as opportunities by bringing a new perspective, *tried and true methodologies*, and programs or initiatives that have been *proven* to work. Problems can exist in many different areas of your company and GA&A can help you at the executive level, in sales or pre-sales, human resources, client/customer satisfaction, marketing, operations and professional services.
- 3. A consultant may be hired to supplement the staff.** Many times organizations may find that they are in need of specific domain experience to supplement the talent they currently have in place. A new hire is not always needed or even recommended. Instead, GA&A can act as a “resource line of credit” allowing your company the ability to bring in significant experience and talent for specific projects or initiatives in order to help your current organization scale and accelerate. Once the project or initiative is complete, your staff can continue to deliver world-class results and a stellar experience to your stakeholders going forward.
- 4. Very few have actually created...** When you look out at the many publisher programs that exist today, the vast majority are being managed by exceptional resources that did not create them. They were hired into programs that already existed. They may have come from other organizations where they managed large complex programs, but those programs were designed and built long before they arrived. Geoff Ashley & Associates has actually





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*created* some of the most successful channel programs in the industry. Best Software prior to the acquisition by Sage. Navision (CRN Program Award winner) prior to the acquisition by Microsoft. SAP; both Business One (CRN Program Award winner) and Business ByDesign. SugarCRM and Acumatica (both CRN Program Award winners) are the most recent examples of channels that were designed and built by resources working with Geoff Ashley & Associates. Over the last four decades, Geoff Ashley and Associates team members have contributed to more award-winning channels than anyone else in the industry today.

Also, everyone of these channels represents complex business solutions. There is a big difference between ERP software and shrink-wrapped application software. And finally, GAA resources have also come from the VAR/ISV world. Most of them have owned or managed VAR/ISV organizations. This perspective is critical when you are creating programs to support an indirect go-to-market strategy.

5. **A consultant may be hired to act as a catalyst.** One of the most significant areas where Geoff Ashley & Associates can help your organization is the area of “**Business Transformation.**” The world has changed so dramatically in the last decade and GAA has helped many companies make sense of that change – at all levels – in order to compete more effectively. Managing people and culture in times of significant change is, quite simply, one of your most important competitive advantages.
6. **A consultant may be hired to provide much-needed objectivity.** Geoff Ashley & Associates can offer an objective, fresh viewpoint--without worrying about the political issues or emotional connections that some people will naturally have and that sometimes unnaturally impact the decisions that need to be made.
7. **A consultant may be hired to teach.** Geoff Ashley & Associates has created and delivered curriculum, programs, methodologies, go-to-market strategies and workshops on some of the most strategic topics facing your company. Whether to a small group or to audiences of over ten thousand, GAA has delivered tremendous value to our clients and we look forward to helping you deliver value at your next meeting, conference, or to your entire partner ecosystem.
8. **A consultant may be hired to do the "dirty work."** While not something that anyone wants to happen, sometimes companies need to make decisions that have a negative impact on the organizations staff and structure. Geoff Ashley & Associates has worked with organizations from the individual contributor level all the way to divisional restructuring.



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Whatever the situation, GA&A can ensure that every decision is made and delivered with professionalism, respect, dignity and fairness.

**9. A consultant may be hired to bring new life to an organization.** Sometimes an organization is growing so quickly that they require assistance in finding (internal training), attracting (external marketing), qualifying, interviewing, creating position descriptions, compensation & rewards programs, and helping our clients create and/or deliver orientation programs to new hires. Bringing on new talent is a very specific skillset. While many people may feel they understand how to interview and hire, the success rates for new hires simply does not support that conclusion. GA&A has created formalized methodologies and processes to help companies hire and retain their most important asset of all.

**10. A consultant may be hired to create a new business.** Geoff Ashley & Associates has been extremely successful in helping start-up organizations succeed. In fact, GAA strategies have helped a number of companies achieve successful IPO's, acquisitions or other change of ownership events. GAA methodologies are being utilized by some of the most successful organizations in their respective industries.

**11. A consultant may be hired to influence other people.** One of the most difficult things that any human being can experience is the need to change. Geoff Ashley & Associates has helped many companies navigate through times of change and transformation while protecting cash flow, culture, and institutional knowledge. This is especially true as the channel continues to transition from professional services to the recurring revenue model



Geoff Ashley & Associates methodologies, programs, strategies and people have a **proven** track record of success.

Not just once, but many times. Our award-winning programs are being utilized by some of the most success ERP software publishers in the industry. To find out how we can help your business dominate, contact us today.

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