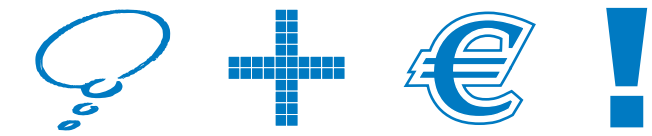




ASAP's business solutions are based on sound principles, market and product understanding, and extensive experience



ASAP
Creative Business Solutions



Solutions

“Creating Added Value Solutions”



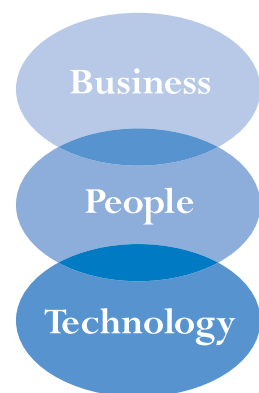
“ ASAP took the time to understand ...the business issues - our needs and ambitions - and the needs of the people who would be using the system ”

Barry Spence,
CEO, Cubiks

At ASAP, we create innovative solutions based on sound principles, market and product understanding, and extensive experience. We constantly research key business and technology issues and use that knowledge to create products and services, which add real business value.

- Our business advice is based on experience, sound methodologies and strategies and a “value for money” approach.
- We provide innovative and flexible solutions-based technology management, implementation and support and we have the experience and professionalism to undertake complex rollouts for major international corporates.
- We are leading international authors of business and technology reference books, with over 10 books published and sold in 36 countries.
- We pioneer a unique combination of training programmes, which deliver people improvements in both the “soft” (motivational and personal development) and “hard” (technology and process) skills.

ASAP's business solutions embrace the concept of CRM (Customer Relationship Management) and the training and development of people in the organisation. Understanding, implementing and using the correct technology tool, particularly in traditional customer-facing functions like sales, marketing, service and support, can also help transform your organisation's profitability.



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Creating innovative solutions
for forward thinking businesses.

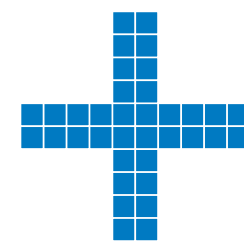
Creating

In a fast changing world, threats and opportunities arrive with breath-taking speed. Staying ahead of your competitors means that you need to seize every opportunity and defend against every threat. Technology solutions, whilst a major factor in achieving business success, do not deliver on their own and disaster stories abound. Forward thinking businesses understand that success is not just about implementing technology, but about the people who use it, and the business which drives it.

ASAP delivers this success for our client partners by creating a unique blend of innovative solutions to directly tackle these business, technology and people issues - As Soon As Possible.

About us - ASAP Group is a professional services organisation dedicated to the provision of complete business and technology solutions, through creative training, implementation and support programmes. We are leading authorities on CRM (Customer Relationship Management) and other technology-related strategies.

Our goal is always to keep your business one step ahead of the competition and make you more successful.



Success through growth, achievement,
enhanced profits with happy and loyal
customers and motivated and skilled
people.... what more can we add?

Added



“Your messages and methods have successfully helped us win market share in an extremely competitive market-place”

Colin Nevitt,
National Sales Director,
Falcon Foodservice Equipment

Business

CRM Solutions allow your organisation to collect, analyse and use data to deliver improved products and services and build and manage customer relationships. Some of the specific benefits a CRM solution can add to your organisation include:

- Automating processes for sales and marketing for increased efficiency and improved customer communications
- Improving and prioritising activity planning, increasing sales performance and time management
- Targeting sales and marketing activities, ensuring more cost effective use of budgets and a better understanding of your customers
- Database mining and cleansing to improve the accuracy of your data and provide up-to-date target profiling
- Improving customer service and call centre efficiency, with call logging, better response times, and improved monitoring of service level agreements.

ASAP has successfully completed over 100 CRM implementations worldwide. We partner leading organisations to offer the best choice of technology and support for our clients, with whom we aim to develop long-term relationships.

People

Training and personal development provides the framework, which allows these solutions to work. Good training works immediately, is very cost-effective and is one of the best investments any organisation will undertake.

The Richard Denny Organisation, an ASAP Institute business, offers innovative theoretical and practical Academy Courses leading to a Diploma, which can be recognised by employers. Those who acquire a Diploma in Professional Sales Skills, Leadership and Management or Customer Service from The Richard Denny Business Academy will be catalysts to motivate others and bring success to your business.

Technology

System Training and Support gives your people the skills and confidence they need to understand and use your technology tools to deliver maximum return on your investment. Systems-based training can be delivered at different skill levels and targeted at specific people in an organisation. Our instructor-led workshops are practical and interactive and can be conducted on or off site, using real-life examples relevant to your business and the system you use.

Complete business solutions deliver revenue growth, increased productivity and customer satisfaction.



“Put your customer at the centre of business decisions, unlock your business potential and add value to your organisation”

Value



“ASAP was up to the challenge and worked hard with Barclays personnel to ensure that the move from one system to another was as simple as possible”

Phil Cook,
Barclays, UK

We all know the 80/20 rule, where 80% of the business comes from 20% of the customers. But this ratio can be exceeded if you learn how to use customer insight and analysis to work harder at winning new customers, keeping existing customers, and at doing more business with all customers. But customer satisfaction can only be achieved if your whole organisation focuses on achieving this end.

With ASAP's creative business solutions, we can show you how to unlock the key to this potential within your own organisation and with your customers:

- Increase your cost effectiveness - selling to new customers is 5 times more expensive than selling to existing ones
- Foster customer loyalty and achieve long-term profitability
- Maximise the ROI (Return on Investment) of technology purchase and implementation
- Better manage the top 20% and extract greater value from the other 80%

- Concentrate your efforts on whatever produces the greatest return
- Motivate and inspire your own people towards greater success
- Add value in your relationships with your customers and be seen as “one of us” not “one of them”

Developing a long-term business relationship with ASAP can help add value to your business.

“The business solutions that work enhance service and encourage loyalty and repeat business - they're all about relationships.”