

A private sector IT solutions and services firm seeking guidance, training, and support for multiple growth areas and best practices to streamline Sales, Recruiting, Human Resources, Compensation, Finance, Operations, Marketing, and Technology departments.

Contract Description:

Centurion Consulting Group, LLC (Centurion) was engaged to provide the management consulting for:

1. Corporate SWOT - Strengths, Weaknesses, Opportunities, and Threats
2. Alignment for compensation, KPI's, and ROI
3. Best Practices review of Sales, Marketing, and Recruiting efforts
4. Independent review and recommendation for Applicant Tracking System

Roles and Responsibilities:

A three phased effort over a 6-month period was implemented:

1. Phase One
 - a. Organizational review and vision via internal SWOT
 - b. Review and design of individual contributor quota targets
 - c. Review & design of new compensation plan
 - d. Review, selection, and implementation plan for applicant tracking software
2. Phase Two
 - a. Review & design talent acquisition workflow process, prioritization, and expectations
 - b. Review & design performance management
 - c. Review and recommendations of external customer SWOT
 - d. Organizational training survey
3. Phase Three
 - a. Define and recommend customer targets based on service offering
 - b. Review and recommend HR and Talent Acquisition third party recruiting tools and software
 - c. Review and recommend marketing and advertising activities and investments
 - d. Design and train lead generation process and best practices

Outcome

Centurion was successfully engaged, resulting in the following outcomes:

1. Delivered stakeholder visibility and development of strategic plan for scalability and growth
2. Delivered redesigned compensation plan aligned with corporate objectives
3. Delivered a redesigned sales funnel management system
4. Delivered selection and implementation plan for a new applicant tracking software system
5. Delivered sales training of all staff from multiple departments
6. Delivered redesigned financial budgets mapped to individual producer targets
7. Delivered advertising and marketing realignment
8. Defined the corporate initiatives for sustainable growth