



A·P·E CONSULTING

ANALYSIS · PLANNING · EXECUTION

CASE STUDY - DEFINE BY FIVE™

Customer Growth for Compliance Partners

Compliance Partners (CP) are the Mid-Canterbury based business dedicated to providing up to date solutions on all things people, health and safety.

CP was established in 2014, the timing of which coincided with H&S legislative changes which created a demand in compliance work for CP. That initial high demand plateaued, requiring CP to look closer at proactive client acquisition and cross-sell. In addition to the H&S and HR core business, CP wanted to move more into the Occupational Health space at that time.

Manager and Principal Advisor, Jane Fowles was referred to APE Consulting Ltd in late 2017 and undertook their Define by Five™ Sales Change Management Programme.

Define by Five™ helps business owners identify, then implement sales and marketing strategies to drive sustainable growth. Jane wanted to develop CP's brand, grow customer management practices and build sales and marketing competency for sustainable growth.

APE Consulting identified Five growth strategies then worked alongside Jane to develop CP's sales and marketing plan. Ian then provided coaching and guidance as Jane worked through implementation of the strategic actions. Compliance Partners were able to implement new brand and product messaging, marketing initiatives and strengthen their strategic alliances and partnerships.

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COMPLIANCE PARTNERS

EXCELLENT SERVICE AS ALWAYS. I WOULD HIGHLY RECOMMEND WORKING WITH COMPLIANCE PARTNERS TO ANYONE.

- Happy Client

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COMPLIANCE PARTNERS

Open for business..

Helping you through these unusual times:

- Wage subsidy questions
- HR issues
- Protecting the health of your teams and so much more

0800 249 7233 or email: info@cp.co.nz

CP are now recognised as the leading provider of practical H&S, HR and Occupational Health advisory services in Mid-Canterbury, boasting a dedicated team of six and a strong customer base:

“Ian was a great sounding board for the 2018 year and really helped to streamline my thinking around where the business is and where it was going and to make plans to get that achieved. I have already recommended him to two other businesses”



JANE FOWLES, MANAGER/PRINCIPAL ADVISOR
COMPLIANCE PARTNERS