



heed WITH
MIGHT
& MAIN

GrowthXpert Assessment

NAVIGATING CHALLENGES, ACCELERATING SUCCESS

HEED is a boutique management consulting firm focused on Revenue Management and Commercial Excellence. We aim to help well-established companies to overcome their sales challenges and drive sustainable revenue growth by integrating Science into Selling.

Assessing for success: Unlock peak efficiency and market leadership with the GrowthXpert Assessment



THE ASSESSMENT

In today's competitive marketplace, ensuring your business operates at peak efficiency is key to achieving industry leadership.

Introducing GrowthXpert Assessment'- our transformative 8-week health check service designed to elevate your operational performance and strategic capabilities.

Discover how investing in your operational health today secures your position as a market leader tomorrow

1

KNOW YOUR INDUSTRY POSITION



GAIN A CLEAR UNDERSTANDING OF YOUR CURRENT STANDING AGAINST INDUSTRY LEADERS

2

PRIORITIZE GROWTH



PRIORITIZE ON THE MOST IMPACTFUL GROWTH OPPORTUNITIES

3

SURPASS COMPETITORS

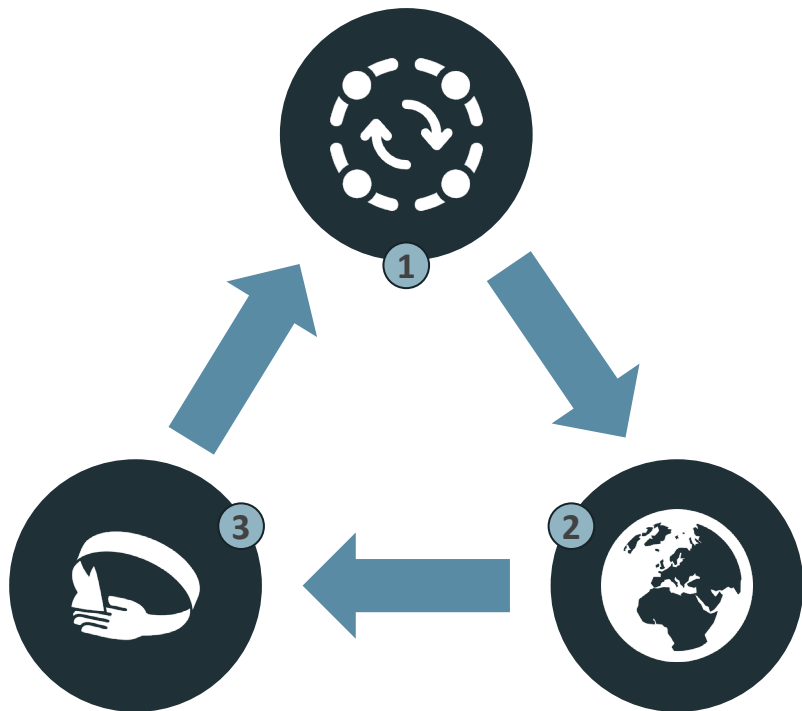


IMPLEMENT STRATEGIES TO SURPASS COMPETITORS

Navigating challenges successfully : Proactive assessment and regular health checks are essential to navigate the below challenges effectively

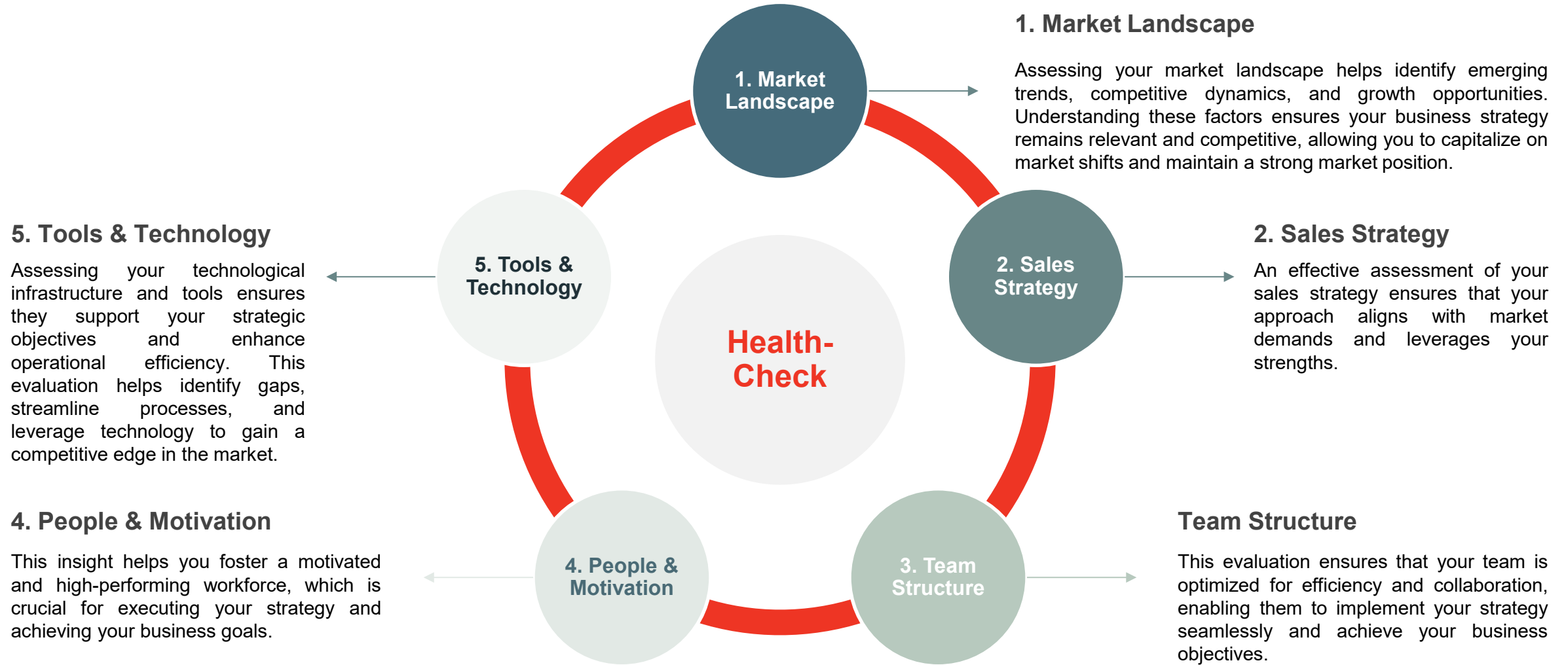
By assessing operational health and strategic alignment, businesses can identify areas for improvement, capitalize on growth opportunities, and enhance competitiveness in the market.

Proactive measures not only mitigate risks but also position businesses to achieve sustainable growth and maintain leadership in their industry.



- 1 Market Competition**
 - Intense competition demands constant adaptation and efficiency to maintain market share.
 - Businesses struggle to differentiate themselves and capture market opportunities amidst fierce competition.
- 2 Missed Opportunities**
 - Despite potential in the market, companies struggle to capture growth opportunities effectively.
 - There is untapped potential for revenue growth that remains unrealized due to inadequate strategic alignment.
- 3 Operational Inefficiencies**
 - Growing companies face operational inefficiencies that hinder scalability and profitability.
 - Inefficient processes and systems slow down operations and increase costs, impacting overall business performance.

Uncovering Insights: During the engagement HEED team will examine the health check through deep-diving into the below 5 pillars



Effectiveness Score vs. Impact Score: The scoring matrix upon which we align all the components within each of the 5 pillars into both

Health Check Component	Effectiveness Score	Impact Score
1. Market Landscape		
Competitive Edge		
Customer Needs & Preferences		
Industry Trends		
2. Sales Strategy		
Target Customers		
Sales Channels		
Buying Process		
Value Proposition		
Pricing Strategy		
Performance Metrics		
3. Team Structure		
Alignment with Sales Strategy		
Team Size & Capabilities		
Performance Management		
Collaboration & Communication		
Leadership & Management		
4. People & Motivation		
Organizational Culture		
Goal Setting		
Incentives & Rewards		
Employee Engagement		
5. Tools & Technology		
Sales Tools		
Technology Infrastructure		
Data Management		
Sales Forecasting		

Impact Score: Is determined based on industry benchmarks where every sub-component is assessed to how impactful it is to top and bottom-line growth



Effectiveness Score: Is determined based on the data gathered as well as interviews and then analyzed based on frameworks and tools specific to revenue management.

4x4 Matrix: As an outcome, each component within each of the 5 pillars will be placed into the below 4x4 matrix to conclude insight and action plan

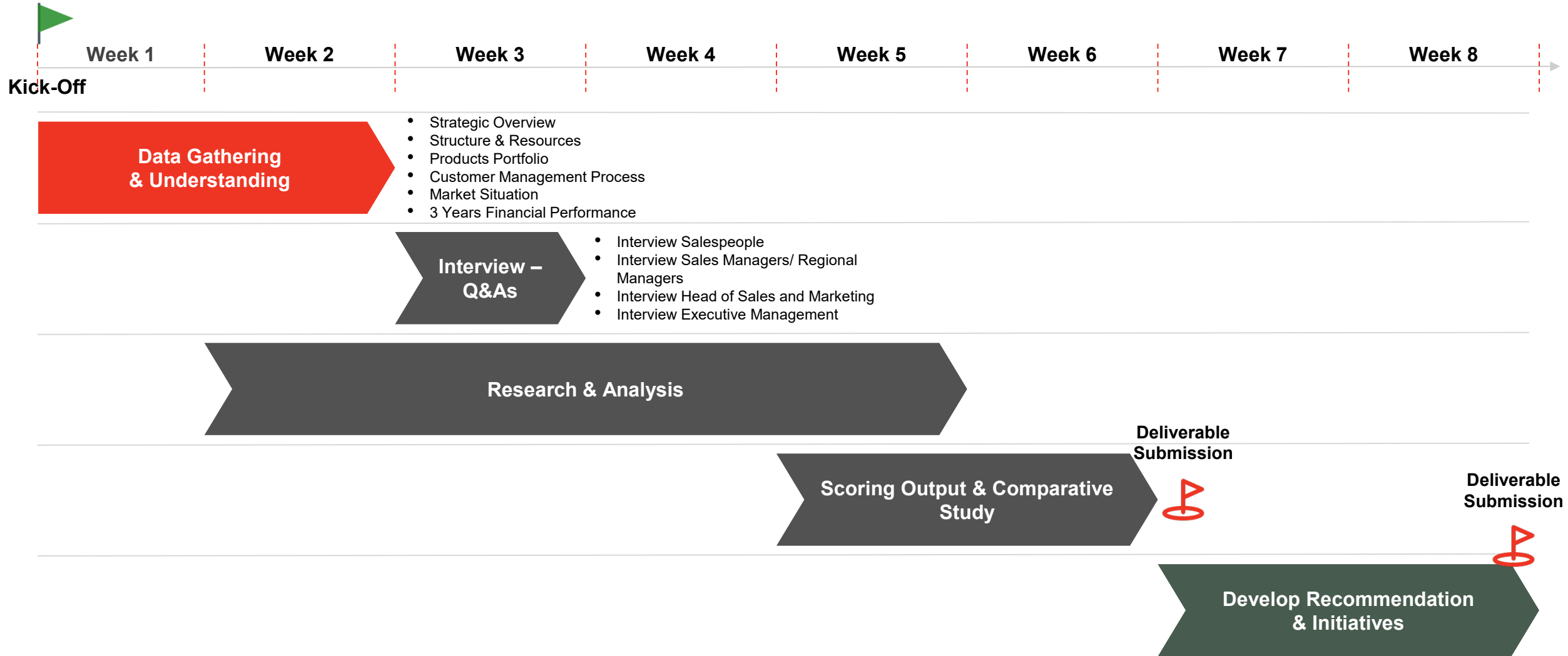
		Effectiveness Score			
		Insufficient	Adequate	Mature	Leading
Impact Score	Minimal	Non-Starters Focus on basics: Establish foundational processes and address critical gaps	Low Leverage Build foundational capabilities: Identify quick wins to boost effectiveness	Potential Areas Develop Targeted Improvements: Implement pilot projects to test enhancements	Untapped Potential Invest in Development: Engage leadership to drive initiatives forward
	Limited	Inconsistent Areas Improve Consistency: Address variability in performance and outputs and provide additional training & support	Steady Performers Enhance for more impact: Optimize existing processes and encourage knowledge sharing and best practices	Emerging Strengths Strengthen and Scale: Invest in areas showing promising results and develop strategic plans for further growth	Growth Drivers Accelerate Progress: Foster innovation and continuous improvement while aligning resources to support transformative initiatives
	Significant	Support Functions Optimize & Support: Ensure alignment with overall strategy and improve efficiency or reduce costs	Core Contributors Focus on maintaining: Identify opportunities for incremental improvements	High Performers Leverage for further growth: Expand successful initiatives and drive cross-functional collaboration	Strategic Assets Maximize and Innovate: Invest in exploring new market opportunities
	Transformational	Underutilized Assets Re-assess or Re-allocate: Evaluate alignment with strategic goals and consider re-purposing	Valuable Components Maintain & Optimize: Ensure efficient operations & resources use while continuously monitor and improve	Key Strengths Enhance and innovate: Invest in new technologies and strengthen market position	Market Leaders Sustain leadership and drive Innovation: Foster a culture of continuous improvement and agility

Evaluating Success: A sample of an outcome result based on the Effectiveness Score vs. Impact Score



		Effectiveness Score			
		Insufficient	Adequate	Mature	Leading
Impact Score	Minimal			Sales Channels The company effectively utilizes multiple sales channels but could optimize the mix for better reach.	
	Limited	Target Customers The company has a basic understanding of its target customer segments but lacks depth in customer personas.	Buying Process The buying process is identified but has notable bottlenecks at the initial stages.	Sales Tools There is some level of automation, but key processes are still manual.	Team Size & Capabilities The team has strong core skills but lacks advanced training programs.
	Significant	Performance Metrics The company has well-defined KPIs but lacks a system for regular review and adjustment.	Goal-Setting Goal-setting is systematic but does not always align with individual performance.	Value Proposition The value proposition is clear and differentiated from competitors.	Leadership & Management Leadership is strong, with clear vision and strategy, but could be more engaged with lower-level staff.
	Transformational	Technology Infrastructure The company has no culture of innovation, maintaining only old technologies.	Team Alignment The sales team is partially aligned with the sales strategy, causing some inefficiencies.	Data Management Data management practices are robust, with good analytics capabilities.	Customer Needs & Preferences Customer needs are well-understood, and there is a strong feedback loop.

Expert Guidance: Through the 8-week engagement HEED will allocate a team who has extensive experience in your specific revenue model industry



Bundled Packages: We have created two distinct options to ensure you receive the support and insights that best align with your goals & budgets

Resources:

- HEED will ensure to allocate 3 resources along with Project Manager to dedicate the required time & efforts to ensure successful delivery within an **intensive** engagement.

Elite Growth Package	Essential Insights Package
8 – weeks	6 – weeks
Deliverable #1 – Comparative Study Report	Deliverable #1 – Comparative Study Report
Deliverable #2 – Recommendations & Initiatives	X
49,500\$	39,500\$

"This service is highly flexible and can be tailored to meet your specific requests and needs. Whether you have unique requirements or special considerations, we're committed to adapting our approach to ensure it aligns perfectly with your goals."

All payments should be wirelessly transferred to the HEED FZ-LLC Mashreq Bank account.

All payments and fees do not include any taxes required based on the law within the country of execution. The client shall bare this extra cost (if any)

Securing Tomorrow: Invest in the GrowthXpert Assessment to Elevate Your Business Today



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Partner

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Our dedicated team of experts stands ready to partner with you on your journey to operational excellence and market leadership.

With over 13 years of experience and a proven track record of success, HEED has played a pivotal role in helping businesses like yours achieve remarkable growth and efficiency gains.

Request a customized proposal and discover how our tailored solutions can empower your business to thrive in today's competitive landscape.

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HEED is a boutique management consulting firm focused on **revenue management and commercial excellence**. We help well-established companies to drive sustainable revenue growth by integrating science, people and technology into what we do. Our discipline of execution has helped our clients **increase their revenues by an average of 17% within a 10 months period**.

Since its inception in 2011, HEED has established a strong track record and extensive hands-on expertise in sales, business development, growth strategies, go-to-market strategies, and commercial organization design & processes.

Our consultants have a proven reputation for delivering results. At present, our teams are strategically located in Beirut and Dubai to better serve our clients worldwide. We have a particular focus on the GCC market and specialize in catering to the unique needs of Saudi Arabian businesses.

Key Figures & Outreach

Established
2011

80+

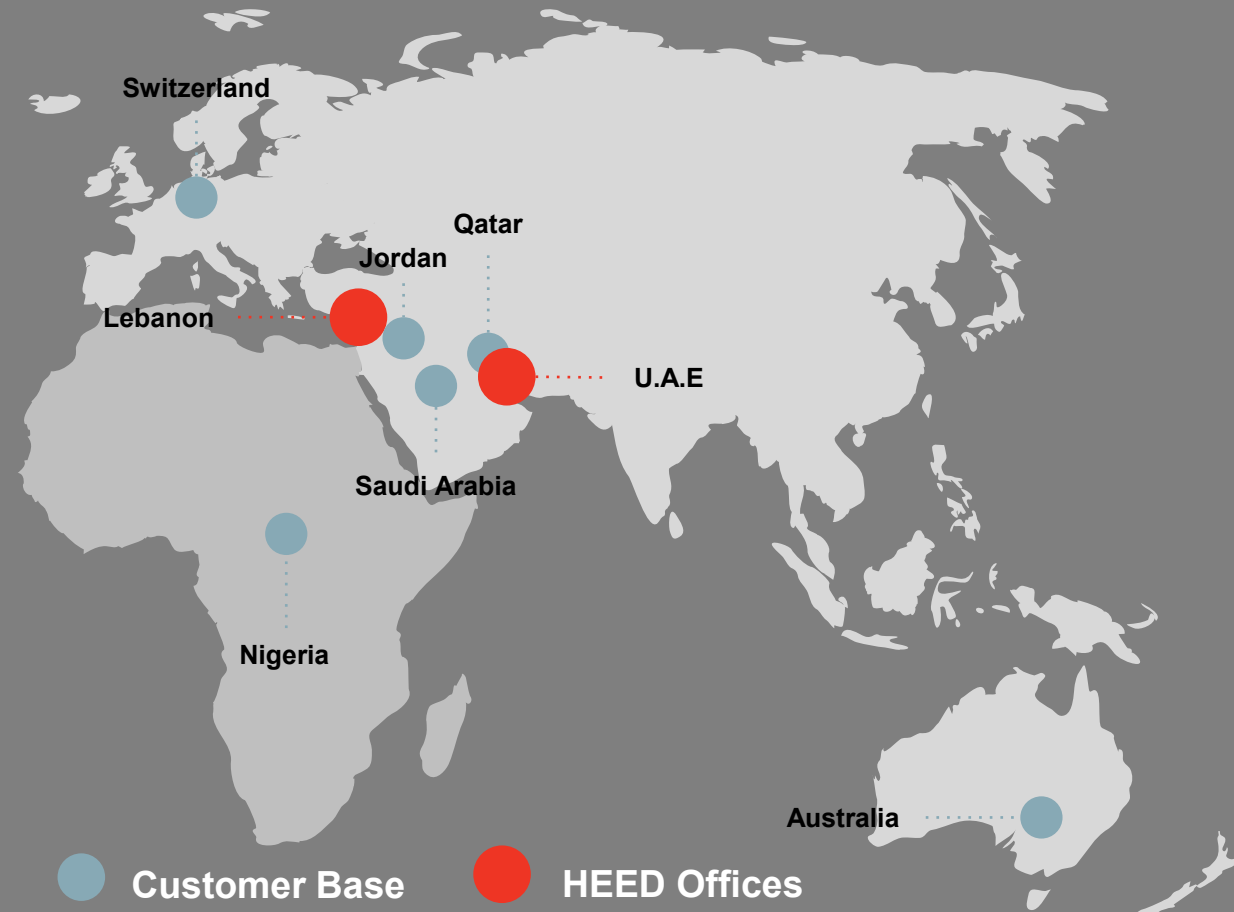
Successful projects
In 13 Years

80%

Of Clients Are
Recurring

17%

Avg Increase in our client's
revenue



Some of our successful engagements, 80% of which are **recurring clients**

KSA & GCC Region



International Markets



FOR THE **SECOND CONSECUTIVE YEAR**, HEED HAS BEEN SELECTED AS ONE OF THE TOP CONSULTING FIRMS FOR **GROWTH AND SALES TRANSFORMATION**



Consultancy Middle East

41,618 followers

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What are the Middle East's top consulting firms for growth and sales transformation? We assessed 500+ firms – meet the region's leading players.



TOP CONSULTING FIRMS 2023: SALES

McKinsey & Company

BAIN & COMPANY

Deloitte

accenture

SIMON & KUCHER

BCG

strategy&

pwc

EY

FRIST & SULLIVAN

SIAPARTNERS

Capgemini

KPMG

KEARNEY

OliverWyman

maven insights

LEK

Smaartt

publicis sapient

THE GAP PARTNERSHIP

redseer

INDEVCO CONSULTANCY

F T J CONSULTING

WUNDERMAN THOMPSON

AlixPartners

MERCURI international

Mety's

heed

cognizant

BearingPoint

BDO

Ogilvy CONSULTING

bts

ankura

SCOPERNIA

MERKLE

HORVÁTH

XC

DOGMA ALARES

KINETIC CONSULTING

ZS

new metrics

Grant Thornton

CLD

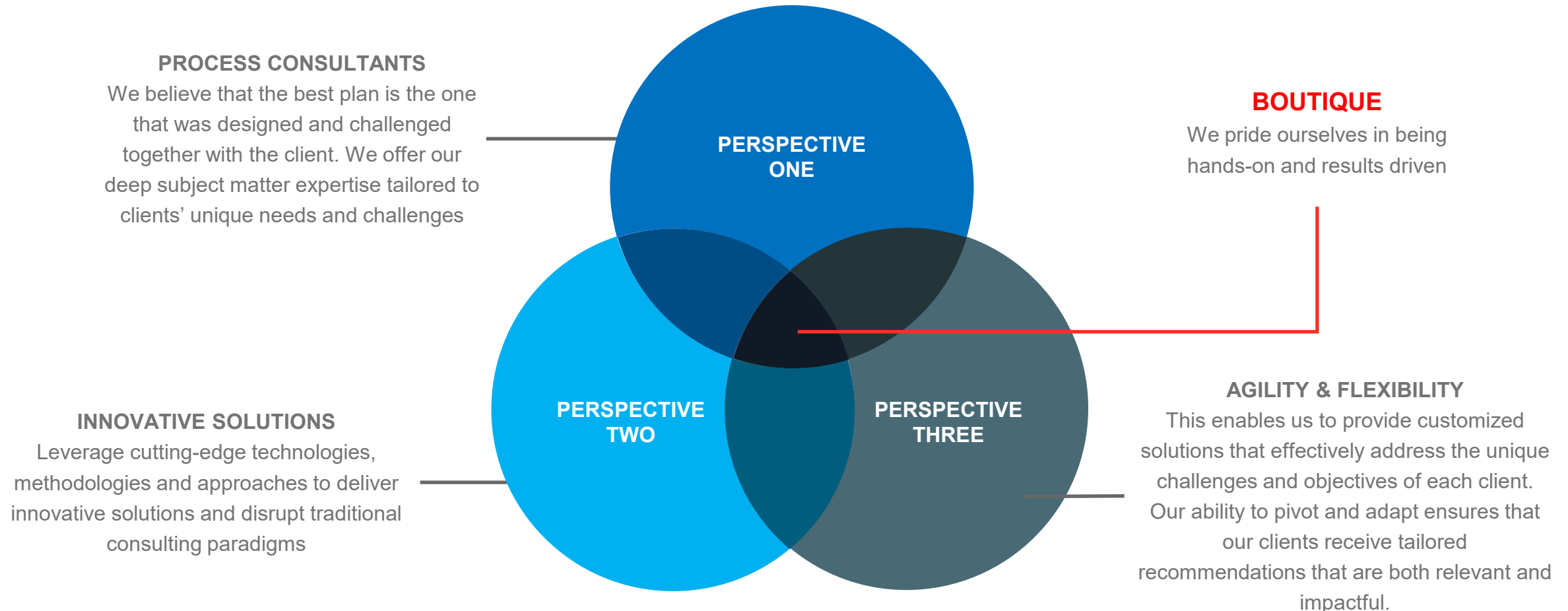
INTEGRATEME

RSM

Top Sales consulting firms in the Middle East 2023

consultancy-me.com • 1 min read

Our Spirit – The discipline and determinism in getting things accomplished irrespective of challenges



Being boutique allows us to work closely with clients and deliver practical, pragmatic and tailored services. This is our culture we make sure to have across HEED employees to deliver successful and on-time projects.



Want to Learn More?

 heed-mm.com

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