



Leading business and professional services consultancy...
Inspired by people, energised by opportunities, focused on results



CLIENT RELATIONSHIP
MANAGEMENT



TENDERS, PITCHES &
BUSINESS DEVELOPMENT



STRATEGIC
CONSULTING



SPECIAL
PROJECTS

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FCIM



Institute of Directors

CAROLYN ROBERSON CONSULTING

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“Working with businesses to achieve their goals”

Client Relationship Management

- Client Feedback and Satisfaction Programmes
- Client Interviewing and Debriefing
- Training and Executive Coaching

Tenders, Pitches and Business Development

- Auditing current approaches
- Guide to results-oriented tendering, team training
- Support on live tenders: written/electronic, presentation and debrief stages
- Attracting targeted new businesses effectively

Strategic Consulting

- Strategic Reviews, SWOTs and Planning Workshops
- Marketing Planning and evaluating return on investment
- Reviewing/Developing business policies aligned to marketing objectives
- Corporate Social Responsibility programmes

Special Projects

- Supporting mergers, acquisitions, lateral hiring, service launches, new offices
- Negotiating and supporting effective commercial partnerships: business, sport, arts, education, health
- Corporate identity development, brand and re-brand expertise

Client Comments

- “Instrumental in all our strategic decisions”
- “Bringing industry awards, solid results, internal development and enduring benefit”
- “An enviable tender record, training score of professional”
- “Commerciality, solutions and a service ethos”
- “Uniquely structured yet purposeful and human approach to CRM, positive outcomes for client and provider”
- “Strengthening client relationships by giving transparency to issues to accentuate the positive and eliminate the negative”
- “Input has been invaluable”