



Company NameSALACA

Background

SALACA delivers large-scale international business transformation, helping clients drive greater value, performance and benefit from implementing and using big enterprise systems, primarily SAP. Its clients are large, often multinational, organisations many of which are in the energy and utilities sectors.

SALACA was founded by Wayne Johncock in 2012; the relationship with Ian Parker at Henchards started a year later.

The story so far

As a new enterprise the initial focus of collaboration was to define the business proposition, specifying the services to be made available and defining the primary target market. This resulted in a clear marketing plan. Underpinning the marketing plan was the development of a business plan and forecast for the first two years of trading.

This planning was informed by understanding the vision for the business and Wayne's personal ambitions for developing SALACA. As with all Henchards' clients the focus, priorities and activities of the business are developed from drawing out the true purpose behind the business owner's motivation for establishing and running the company.

With the marketing plan in place the nature of the relationship between SALACA and Henchards evolved. With large clients and significant projects at stake, the sales cycle for SALACA can be lengthy. To help minimise the sales cycle and optimise the sales successes Ian provided direct support to Wayne with preparation for sales meetings, proposal documents, contracts and pricing.

SALACA has had significant successes with clients from the UK, Europe, USA and Asia. There are some exciting new propositions in the pipeline and the relationship continues to thrive.

Wayne says, "I really needed an experienced and steady guiding light to make sure that I looked after the important basics in growing a business. Ian has the qualities I need; he is focussed and understands what is required at each step in the process.

He has helped me a lot, and now I see I have an abundant pipeline that I never would have thought possible in such a short time."

Commented [FC1]: Shouldn't the business plan come first?