

**Company Name**Salaca

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*"I really needed an experienced and steady guiding light to make sure that I looked after the important basics in growing a business, and the rest would look after itself. Ian has all of the qualities I needed, he is focussed and understands what is required at each step in the process. He is friendly and flexible with his working times, as he needed to be with me as often my timetable changes at short notice.*

*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."*

**Background**

SALACA are international experts in delivering large scale business transformation. They help clients drive greater value, performance and benefit from implementing and using large enterprise systems, primarily SAP. Their clients are large, often multinational organisations, many of which are in the energy and utilities sectors.

SALACA was founded by Wayne Johncock in 2012 and started working with Ian Parker at Henchards a year later.

**The story so far**

As a new enterprise the initial focus of collaboration was on defining the proposition for the business, specifying the services to be made available and identifying the primary target clients. 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 building SALACA. As with all of Henchards' clients the focus, priorities and activities of the business are developed from drawing out the true purpose behind the business owners' motivation for establishing and running the company. For most people the business is a means to an end rather than an end in itself.

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.

A year after having met at a business event at Foxhills, SALACA has had significant successes with projects won with clients from UK, Europe, USA and Asia. With some exciting new propositions in the pipeline the relationship continues to thrive.

This case study was written in August 2014.