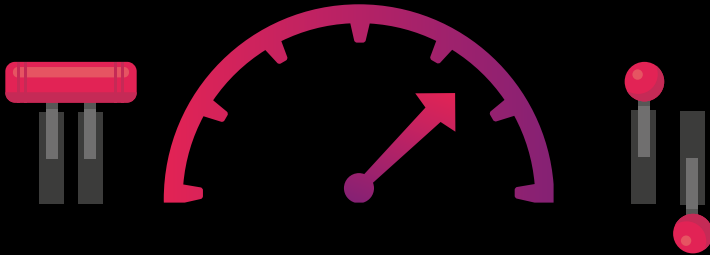




COMMERCIAL ACCELERATION

UNLOCKING VALUE

Your Business Growth Partner



Unlocking Your Business's Full Potential

Welcome

Commercial Acceleration is a business growth consultancy that helps companies optimise their performance through sales, marketing and revenue solutions.

We provide a fresh and expert perspective to help you acquire new customers and drive more value from existing relationships.

With 25+ years experience working in senior commercial and marketing roles, we offer best practices, tools and solutions to drive profits.



About Ali...

Ali is the Founder and CEO of Commercial Acceleration. She has worked for world leading brands in the hospitality, leisure, senior living and cyber security sectors. Formerly a Chief Commercial Officer, she specialises in accelerating growth through strategy, marketing, sales and customer experience.



Turnaround of the Decade



Business Women of the Year



Customer Experience Influencer #22

Our Difference



Get in touch to see how we can help your business

Call: +44 (0) 2035 388 018 | +44 (0) 7736 784 810
Email: ali@comacel.co.uk | www.comacel.co.uk

Our Services



Business Growth

Growth solutions

Create value and optimise performance for your specific business situation.

- Go-to-market Strategy and Execution
- Assets Management and Monetisation
- Partnerships
- Feasibility Studies
- Mergers & Acquisitions
- Strategic and Business Planning
- Strategic Investment Review
- Turnaround and Transformations



People Development

Expert support for maximising performance

Maximise performance by getting the best from your people and teams. Enhance capabilities and empower your people to thrive.

- Coaching and mentoring
- Training and workshops
- Restructuring
- Operating model design
- Speaking events
- Board advisory and Non-Executive Director



Branding

Successful businesses stand out

Stand out in a crowded world with a compelling and differentiating brand.

- Brand strategy
- Brand definition
- Positioning
- Proposition development
- Value proposition
- Compelling and differentiating messages



Successful Customer Experience

Critical to keeping and acquiring new customers

Retained customers can be 25 times more profitable than new customers. Customer Experience excellence is critical to keeping and acquiring new customers, It's predicted to overtake price and product as the leading brand differentiator.

- Customer journey mapping and enhancement
- Customer experience optimisation
- Service excellence
- Loyalty programmes



Sales & Marketing Optimisation

Keep and acquire more high value customers

All business must have a sales and marketing system to continuously acquire and retain its most valuable customers.

We help you maximise effectiveness by knowing what really matters to customers, building solid foundations and processes to improve conversions and nurture long lasting relationships.

- Sales and marketing strategy and planning
- Digital marketing: social, email, website and SEO
- Planning
- ROI effectiveness
- Customer, market and competitor insights
- Pricing
- Streamlining processes
- CRM
- Content marketing

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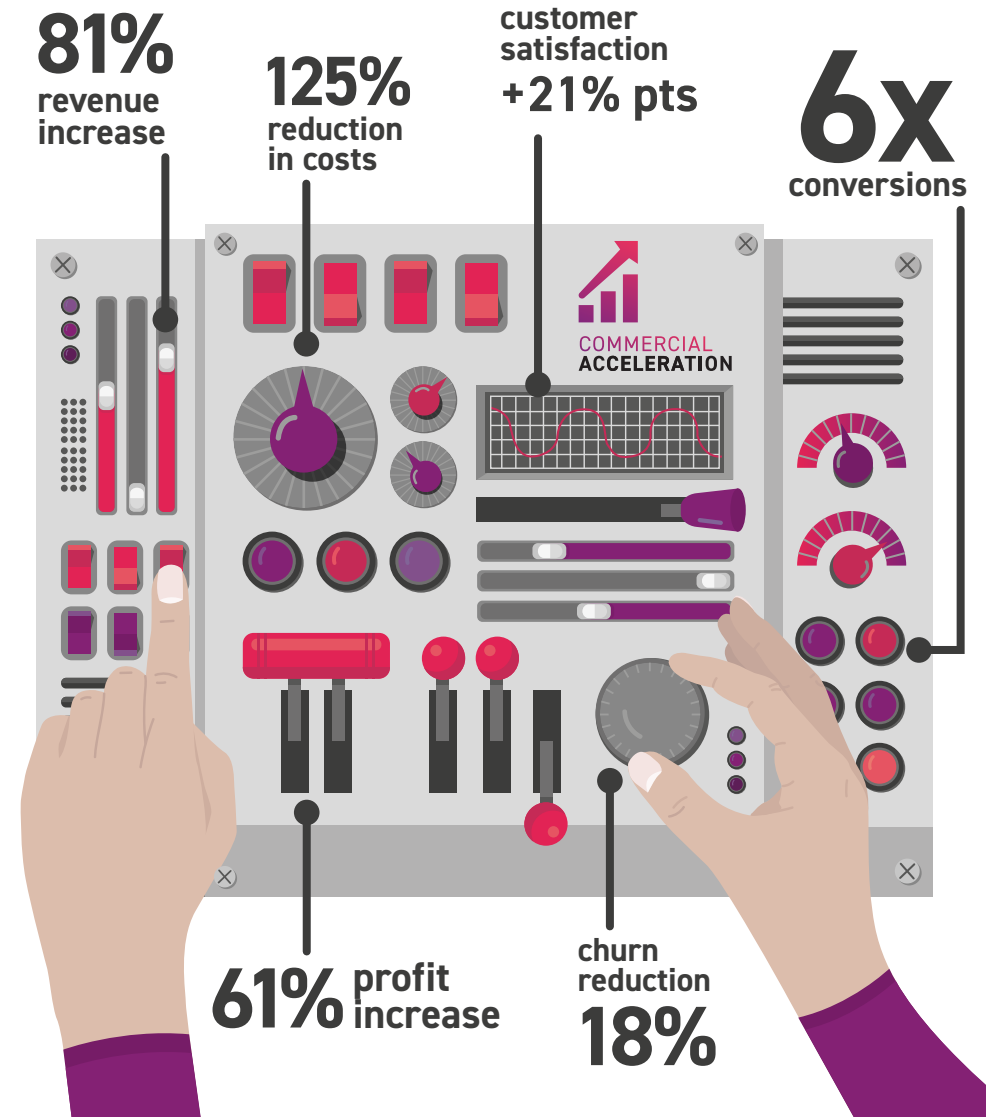
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PROFIT £ MAX[®]

Identifying and optimising revenue opportunities

6 Steps to Massive Results

Profit Max[®] is a proprietary approach that diagnoses the growth opportunities and provides solutions. We will perfectly tailor the project to your business needs and budget.



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Outsourced and Interim Support

A cost-effective way to turbo boost your business growth

Today agility is everything and there is no need to be trapped paying full-time employees. Here are some reasons why you should consider outsourcing:



Cost Effective – Pay only for the resource you need on your terms. Highly talented experienced will mean that you get maximum ROI as they will turbo boost the time taken to speed up getting things done, and results.



Immediate Impact – You will get access to the best in the business that will ensure we hit the ground running. We make a difference and deliver results straight away.



Tailor-made Resource – Access to a range of experts in our network to make sure you have a one-stop shop.



Agile – We can dial up or dial down the amount of support we provide according to your needs.



Upskill the team – We transition our knowledge so that your people will naturally be upskilled and motivated.



Energy Boost – Our passion to grow businesses is infectious, and we provide a much needed adrenaline boost to turbo charge productivity.



Revenue Generation – We are always looking for opportunities to increase revenues and will ensure your business is optimised.



Collaborative – We are highly communicative and transparent to ensure we are all 'singing from the same page'.



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