

Action Management - Recommendations

| Links | | AMS Action being addressed | Who Actioned Name (inits) | Agreed to Complete | How (Description of Recommendation) | Measure | Target |
|-------|----------------------|--|---|-----------------------|--|--|---|
| # | AA# | | | | | | |
| 1 | 1.31 | Maintain prospect database | MS; DT; PD; Producers | Audit needed | Create new business initiatives for existing clients by targeted marketing | Number of leads registered in Production Interface | 200 p.a. |
| 2 | 1.33 | Sell to targeted prospects | MS; DT; PD | | Identify profitable market sectors; Develop qualification audit process for all opportunities | % of profitability bid quotations <> Tier-1 > \$300k & 20\$ GPM <> Tier-2 >\$100k & 35% GPM <> Tier-3 <\$100k & 50% GPM | 10 x Tier-1; 15 x Tier-2; 25 x Tier-3 |
| 3 | 4.32 | Upsell all major customers | MS; DT; PD; Producers; Operations | 31-Jan-04 | Introduction of a "Sales Action Manager" trial process for all Tier-1 opportunities | % of Tier-1 quotes converted to projects | 50% |
| 4 | 4.44 | Implement projects to meet projected profit and completion time | PD: Operations; Producers | 31-Mar-04 | Firstly Trial and then Implement a new "Project Management" system | Level of profitability or achieving project budget | 10% under budget |
| 5 | 2.14 | Organise contractor skills database | Operations | | Trial implementation of self-managed AMS skills storage & retrieval system | % of external contractors that provide electronic CV details | 90% |
| 6 | 2.51 | Establish staff performance measures | SF; MST; MS; PD | 31-Aug-04 | Implement AMS on monthly basis until all permanent staff have 5x5 Job Specifications | Each 5x5 to include measures and targets against high priority actions | 100% of completed 5x5's |
| 7 | 2.55 | Review freelancers performance | SF; PD; Producers | 28-Feb-04 | Implement contractor recording and evaluation system containing review form and simple search, and retrieval system | Existing contracted feelancers to have current review sheet in the database | 100% of existing contractors |
| 8 | 1.15 | Project high quality market image | DW | | Implement "front line" system impressions | Complaints to zero | Zero |
| 9 | 5.11 | Manage client interactions with Ambience | DW | | Include in AA#1.15 implementation | Complaints to zero | Zero |
| 10 | 1.51 | Prepare project costing | MS | | Design the "Quick this to a standard | Success of trial to OK presentation | R>C*1.2 |
| 11 | 2.52 | Communicate staff performance measures | SF; MST; MS; PD | 31-Aug-04 | Management to provide staff who have completed | Sign-off by all 5x5 staff | 100% |
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**Help
Example
Only**