



**Romel**

VENTURES

COMPANY PROFILE

# About Us

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Our purpose is clear to transform sales capabilities across Businesses. We believe that those with clear, pragmatic goals and performance strategies aligned to business objectives are most likely to succeed.

No matter how difficult the challenge or how long the process is, we go deep into operations to unlock insights underpinned with an understanding of data analytics and innovation.

We ensuring our strategies provide realistic and executable professional advice that drives the transformation in designing, building, and scaling revenue to achieve goals and streamline processes in sales. With a focus on agility and pragmatism, we are innovating Sales.

## Mission

To transform sales capabilities across Businesses.

## Vision

To create a transformation in designing, building, and streamlining processes in sales. With a philosophy that focuses on pragmatism, agility, and optimization, we innovate the future of Selling.

# Our Services

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# Insight Generation

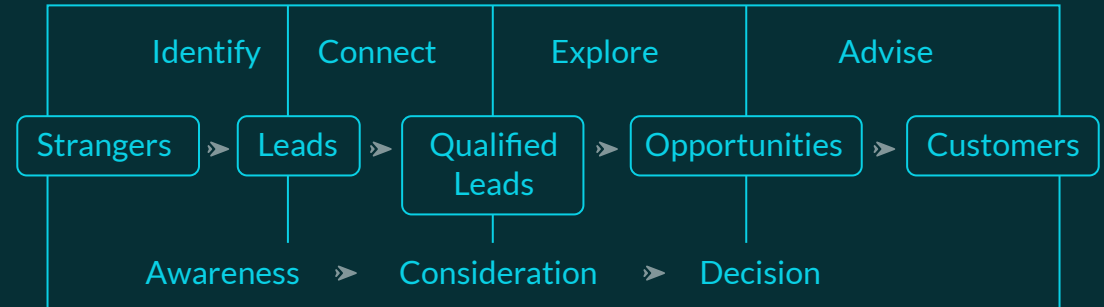
We find potential customers based on buying triggers that allow you to reach out and make a very personal and relevant connection through the relevant channels. We carry out feasibility studies, satisfaction surveys, and trade audits to generate relevant, actionable insights.

We are then able to develop and deploy solutions that deliver your desired objectives.

Insight-Based Sales Methodology

Creating The Inbound Effect

**The best way to turn strangers into customers and promoters of your business.**



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Most buyers are looking for ways to address the problem behind the problem. They tend to favor sellers who can teach them useful things about their own business

— Eric Quanstrom —

Salespeople need to dig deep to understand the issues and challenges faced by their customers and offer them new and innovative ways of addressing their concerns.

# Sales Tools

*We guide you through this whole journey.*

Sales no longer exist in a vacuum or rely solely on product knowledge, acumen, or charm to close deals. If you want your sales team to have a shot at meeting their revenue quotas, you need to provide them with the right tools to work in the first place.

And those tools should not be any tools; they should be well-suited for your products and actually improve productivity. The complexity of your product and the sophistication of your buyers is the exact reason that you need Sales tools more than anyone else.

Your sales process, because of its inherent nature, requires a sales cycle, targets a potential client pool, and involves multiple decision-makers.

It's a complex equation. To address each of those obstacles requires multiple touchpoints with a prospective client to educate, consult, and address objections. If you could cut out a few of those touchpoints with tools that effectively educate, consults, or addresses objections, then you can streamline the sales cycle and progress prospects faster.

| Sales tools should:                                 | Sales tools should not:                          |
|---|--|
| Make data more accessible & actionable              | Create more questions than answers               |
| Work together without complex intergrations         | Requires lots of dev and admin time              |
| Enhance productivity by automating                  | Create busy work for sales reps                  |
| Make it easier to hire, train & manage a sales team | Make simple tasks harder to accomplish           |
| Lift key metrics like lead velocity & close rates   | Require time investment without financial return |

## The six types of sales tools we offer

Most sales tools are either CRM (Customer Relationship Management) or CRM enhancers – they add specialized functionality to your existing CRM, or they feed data into it.

The six most common categories that sales tools fall under are:

- Customer relationship management (CRM)
- Sales and Marketing Intelligence
- Lead Handling and Prospecting
- Analytics and Reporting
- Process and Training
- Automation and Integrations.



# Salesforce Effectiveness

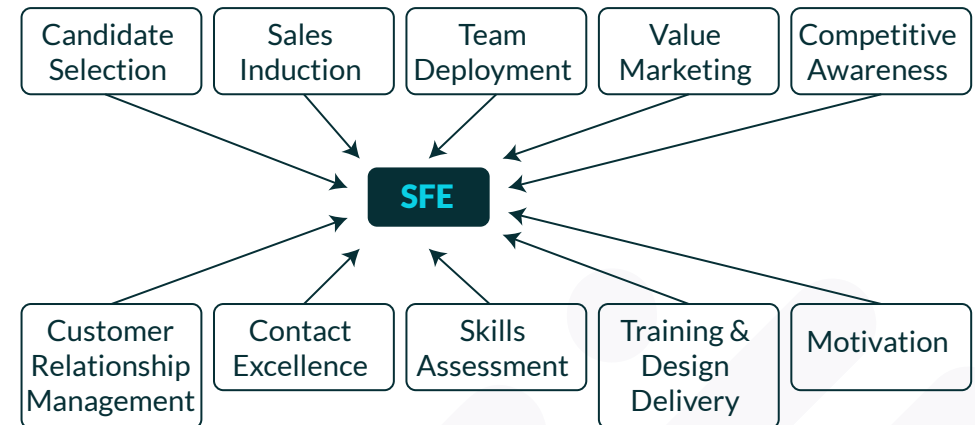
Improving sales effectiveness is not just a sales function issue; it's a company issue, as it requires deep collaboration between sales and marketing to understand what's working and not working, and continuous improvement of the knowledge, messages, skills, and strategies that salespeople apply as they work sales opportunities.

The changing market environment and intensified competition have led to more demanding customers and pressure on prices causing a sharp slowdown in income growth and lower profit margins.

Longer sales cycles, more demanding customers, and the difficulties in making sales necessitate a competent sales force.

We work within your defined salesforce effectiveness frameworks to embed flawless sales and market execution into your sales

team's ways of working for sustainable delivery of your commercial objectives. Informed by fact-based insights, Romel Ventures partners with you to deliver, among others: diagnosis of sales capabilities, training of sales personnel, coaching, first-line leadership capability development, and mentoring, reward and incentive recommendations, performance reviews (linked to business outcomes), and performance reporting.



Salesforce effectiveness (SFE) is driven by the decisions, processes, systems, and programs that sales leaders are accountable for. By managing SFE drivers well, sales leaders can build high-quality sales forces that better meet customer needs and that can significantly increase company revenue and profit

# Distribution Effectiveness

Managing distribution can be challenging even for the most successful companies. That's because there are so many variables to think about—especially in this period of advanced technology. Failing to put in a good strategy to manage these channels can lead to poor business models and even higher costs.

We believe that an effective Distribution framework is a fundamental ingredient for I success. We aim to ensure that your propositions are brought to market in the most sustainable, effective, and efficient manner. We work with your teams as well as your appointed distribution partners to deliver a competitive advantage at every step of the value chain.

This includes setting and monitoring distributor standards, enhancing the capabilities of distributor staff, measuring the outcomes of distribution efforts and recommending interventions as required, generating customer service insights from tailor-made customer satisfaction surveys, competition tracking through in-trade data collection and analysis, among others.





# Market Execution

We work with clients' sales teams to ensure that the customer- and consumer-facing teams are performing at their peak to deliver a competitive advantage. We execute this in a variety of ways:

- Developing and deploying relevant training modules and embedding their execution by measuring, accompanying, and coaching your frontline sales personnel
- Honing your first-line leaders' capabilities to ensure that your execution efforts are sustainable.
- Providing trained sales resources to bridge any gaps in the areas of insight, market execution, customer marketing, customer engagement, experiential marketing execution, and in-trade quality assurance.



# Resourcing

Our expertise spans the entire employment lifecycle – from attraction and communications, managed recruitment and assessment, executive search, assessment to coaching, to learning and development.

## Executive Search & Recruitment

We partner with your company to identify and recruit business leaders with the right skills and experiences to impact business performance.

# Assessment

We help companies predict how their people will perform in different roles, teams, organizations, and cultures ensuring that people 'fit', perform, and maximize their potential in order to deliver tangible business results.

## Learning & Development

Supporting people to become effective, future-focused, and strategic leaders goes beyond ensuring they have the right management skills and experience. Romel Ventures offers development programs that are integrated with proven assessment techniques to ensure people perform, adapt and create the future of the organization.

# Digital Marketing

We add an Expert Perspective to your Marketing Strategy, to increase your online presence. We perform market research, strive to fully understand and analyze the business objectives and fully engage with the problem-solving process, integrate your online profiles and platforms.

We help businesses to leverage different channels to better target their customers. Bring in marketing tools, technology, and trends together. Businesses can effectively reach out to their audiences and prospective customers.

Our Digital marketing tactics include:

- Websites
- Content Marketing
- Search Engine Optimization (SEO)
- Video Marketing
- Mobile Marketing
- Online Advertising
- Social Media Profile
- Images and Video Content
- Reviews and Customer Testimonials
- Branded Logos, Images, or Icons
- Email Marketing
- Social Media Marketing

# Core Values

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## Trust

Nothing is more important than the trusted relationships we have

## Integrity

Hold to principles; deliver outstanding work that meets personal and professional standards. Integrity creates trust. As an organization, collectively, it's our most valuable asset. Individually, it's the constant choice to infuse every action with honesty, fairness, and respect for clients and colleagues alike.

## Empathy

We understand that communication starts by listening, understanding different perspectives, and caring about others' success.

## Innovation

Innovation motivates action: to take risks, encourage curiosity and new ideas, learn from mistakes, and constantly strive to exceed expectations. Through innovation, we generate solutions for our customers and raise the bar — both within our workplace and outside.

## Agility

We value agility in our decision-making, we are entrepreneurial in spirit with a structure that allows us to respond quickly and meaningfully

## Pragmatism

Choose simple and effective solutions. It's the approach that gets us moving, acting, and doing, and we can strive to incrementally improve it, like the road from good to great.

## Optimization

Making the best or most effective use of a situation or resource

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