



lovering & partners
business performance consultants

“Without continual growth and progress, such words as improvement, achievement and success have no meaning” – Benjamin Franklin

CONTENTS

- THE CONCEPT
- OUR CORE VALUES AND COMMITMENT
- OUR PORTFOLIO GOALS
- SALES PERFORMANCE MODEL
- REPUTATION MANAGEMENT MODEL
- ORGANISATIONAL EXCELLENCE MODEL
- ORGANISATIONS SUCCESSFULLY WORKED WITH



“To improve is to change, to be perfect is to change often” – Sir Winston Churchill

THE CONCEPT

Lovering & Partners was created to fill a crucial gap in business performance for many organisations ranging from Multi-Nationals to Start-ups who look to 'raise the bar' in their sales performance, business, branding, influence, organisation, culture and, of course, people.



Our portfolio offers very specific consultancy, training and coaching right through to fully engineered business performance services and solutions. The results are an outstanding escalation in sales performance, amplifying the impact of all the key elements that build a company's reputation and organizational re-calibration.

Creating a Legacy

We firmly believe in inspiring & supporting leaders to reshape their business performance strategy and also to create their own legacy through filling the gaps in their team's skills & motivation, developing real pride with a respected brand and image together with long-term strategies and culture.

Our Partners

Our commitment is for our clients to only be working with expertise that has real-life experience and success in their chosen field.

"There is at least one point in the history of any company when you have to change dramatically to rise to the next level of performance. Miss that moment – and you start to decline" – Andy Grove



OUR CORE VALUES AND CUSTOMER COMMITMENT

After arriving in Romania during the challenging times of 2009, I have enjoyed experiencing and working with many organisations building the confidence, growth and prosperity of the country over many years since.

When I arrived, Romania was one of those hidden secrets in terms of it's talent and capabilities. Fast forward and now the country is in the global spotlight and, consequently, the bar is raised higher in terms of expectations and performance.

The Lovering & Partners model is specifically designed to compliment this journey and I am delighted to be surrounded by the best in the business to offer all of our clients the most efficient and impactful service to keep them and Romania one step ahead of the competition!

Colin C Lovering
Co-Founder & Managing Director – Lovering & Partners



OUR PORTFOLIO & GOALS

The Lovering & Partners portfolio is a carefully selected set of organisational competencies that form the foundation for business performance excellence from a practical, strategic and motivational perspective.

Our success has always been based on the inclusion of all of the influencing factors in sustainable business performance. We aim for long-term, measurable results that can only be achieved through this highly effective process in all the aspects of any business.

The Lovering & Partners team is made up of industry professionals with hands-on experience and expertise. We commit to delivering realistic and proven solutions for our clients in three key areas: Sales Performance, Reputation Management and Organisational Excellence.

THE DELIVERY PROCESS

Everything begins with an informal discovery conversation followed by an audit of all the existing structure, processes, people and goals. We then get to work to make an immediate impact on the business, people and overall confidence of the organisation moving forward.



“If you’re in business, you’re in show business! The moment you get to work, you’re on stage. Give the performance of your life, every day” – Robin Sharma

UPSURGE IN SALES
& PROFITABILITY

NEW & EXISTING
MARKET GROWTH

ADVANCED
SELLING SKILLS

CORPORATE
COMMUNICATIONS

BRANDING

COMMUNICATIONS
CRISIS MANAGEMENT

ORGANISATIONAL
EFFECTIVENESS

INFLUENTIAL
LEADERSHIP

CHANGE
MANAGEMENT

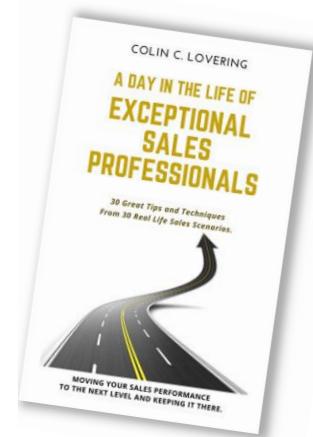
1. SALES PERFORMANCE

Leading the Sales Performance team is Colin Lovering who has spent his entire career in front-line sales and sales management. His book, *the Day in the Life of Exceptional Sales Professionals* captures all of the elements for a successful sales strategy and performance model for products and services in all markets and industries.

THE 3 KEY BENEFICIARIES

The programme targets three principal impact areas with a tailored approach for each one.

- A. BUSINESS LEADERS** – re-alignment of the commercial business model and priorities going forward including a longer-term vision of expectations, expanding market share and strategic development of new market opportunities and targets. To reach the business goals of increased market share with improved profitability.
- B. SALES DIRECTORS/MANAGERS** – focusing on the team structure, dynamics, skill sets, strengths and development needs to confidently compete in the market with an achievable winning sales strategy and mind-set. Coaching proficiency to motivate and sustain confidence and credibility in all team players and the sales organisation as a whole.
- C. SALES PROFESSIONALS** - focus on winning more business opportunities through high activity levels, consistency, confidence and advanced selling and consultative skills to clearly differentiate against the competition with a powerful and well-respected personal profile. Promoting a zero tolerance attitude to not winning with an influential professionalism envied by the competition and respected in the market.



“Sales is not about persuading somebody to do business with you,
It’s more about making it difficult not to want to do business with you!” – Colin Lovering



2. REPUTATION MANAGEMENT

Taking care of our clients in Branding, Communications and Business Reputation Management program is a team of Professionals with a strong range of expertise in both multinational and independent companies, across multiple industries, such as IT&C, real estate, FMCG Business Services and agriculture. They have deep experience in supporting companies build or improve their public image, improve communications and lead generation as well as effectively manage crisis situations and control reputation damage.

The reputation of a business is crucial for its survival and is directly linked to profitability. Once the trust of the customers is gained, they will speak positively about the business to others. Our approach focuses on boosting the performance of all the key elements that build a company's reputation in both the online and offline environment. Our services include content creation, corporate collateral design, media relations management, press conferences, Social Media channels management, website and video production.

Depending on each company's needs we audit the existing communications strategy and suggest changes that can significantly improve the public image and consequently the reputation. We can then train and guide the internal team to implement them and monitor the results.

KEY IMPACTS OF AN EXCELLENT REPUTATION

- A. Increase customer trust & credibility leading to higher revenues
- B. Build a strong employer brand
- C. Greater access to capital markets and investors
- D. Reduce regulatory scrutiny
- E. Higher access to free publicity
- F. Improve local community relations and gain competitive advantage



"Your brand name is only as good as your reputation" – Sir Richard Branson



3. ORGANISATIONAL EXCELLENCE

Heading up the Organisational Excellence consultants team, Florin Petrescu has well over 15 years experience in various senior country and regional leadership roles in Human Resources in global organisations. He guides leadership teams through performance transformations, culture-change and agility programs, organisational design, top-team effectiveness.



IMPERISHABLE CORE VALUES

We firmly believe that authentic core values drive behaviours, with the goal of achieving the desired organizational culture. The organisation's specific and well positioned fundamental values facilitate effective and confident decision making, thus contributing to higher and sustainable performance at all levels.

INFUENTIAL LEADERSHIP

Influential Leadership is a unique programme designed to bring out the very best out of business and departmental leaders creating a powerful and sustainable culture and motivation across the organisation and its people.

CHANGE MANAGEMENT

Implementing anything in an organisation that changes the status quo can be challenging and frustrating long before the value of the change is appreciated by everyone. At **Lovering & Partners**, we help to create a smooth path with complete buy-in from implementation to completion.

1. Clearly define the change and align it to business goals
2. Determine impacts and those affected
3. Develop a communication strategy
4. Provide effective training
5. Implement a support structure
6. Measure the change process

“In the new world, it is not the big fish which eats the small fish, it's the fast fish which eats the slow fish” – Klaus Schwab

ORGANISATIONS SUCCESSFULLY WORKED WITH INCLUDE:



GRUPE RENAULT



CBRE



Deloitte.



ORACLE



AVISON
YOUNG

THE DIPLOMAT
Bucharest

Willis
Towers
Watson

World Class



Outsourcing
TODAY

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