AUTOMATIC FIRE ALARM MONITORING · NEW ZEALAND

AFAM: growing on purpose, not by accident

Repeatable
structure replaced instinct

Chosen on data
target sectors picked on evidence

Confident
taking ground from a larger competitor

THE SITUATION

AFAM had more than 20 years in the market and a strong reputation to show for it. Growth had come, but it had come organically, through relationships, referrals and being good at the work. That is a real achievement. It is also hard to repeat on purpose and impossible to forecast. When growth arrives by accident you cannot plan around it, resource for it, or defend it when a bigger competitor turns up.

WHAT WE DID

Target sectors were chosen on data rather than on whichever enquiries happened to arrive. Nick built a repeatable sales approach the team could run without heroics, put structure under the pipeline so they could see what was coming, and built the confidence to compete directly with a much larger competitor.

THE RESULT

AFAM came away able to run that growth engine themselves. Same effort, more consistent results, and critically an understanding of which activity was actually producing the outcome. That last part is what changes decision making. Once you know what drives the result, you can back your own judgement rather than guessing.

> **"Now we understand what drives results and have the confidence to back our decisions."**
>
> Kieron Telford, Managing Director, AFAM