



WaiHaka Strategies is a consulting company that delivers strategic advisory and implementation services to accelerate company growth. Growth for our client's businesses comes from increased revenue or profitability as a result of a) effective sales & marketing programs, b) expansion into new geographic or vertical markets, and c) improvement of operational processes.

SERVICES:

The services can be broken down into three categories or classes:

1. **DEMAND GENERATION & POSITIONING.** Services fall into traditional sales & marketing activities with an emphasis on both the development of programs, organizational structure, and processes as well as actually doing the work.
 - Market assessment and planning
 - Packaging and positioning strategies for products and services
 - Sales organization structure and business model development
 - Sales training programs
 - Lead generation programs
 - Strategic (large) account management programs
2. **FORCE MULTIPLIERS.** Services that expand the reach and resources of a company through the development of partnerships and alliances, or by creating new skills or competencies in the client's current employees.
 - Alliance strategy development
 - Partnership, value added reseller, and distributor strategy development
 - Prospect list development for sales, potential alliances, or partnership agreements
 - Outsourced business development
 - Sales training for billable services professionals
3. **OPERATIONS & PROCESSES.** Services that utilize the experiences of an entrepreneurial executive, especially the types of services that are needed by small companies experiencing rapid growth. In many ways, this is like an extra set of peer-level hands for senior management to complete critical tasks they do not have the bandwidth or focus to undertake while managing daily operations.
 - Operational processes for delivery of professional services
 - Best practices guidelines
 - Business plan refinement and fund raising

What is WaiHaka?

"Haka" is the Maori word for dance; although there are many types of hakas the best known is the war dance which was made famous by the New Zealand All Blacks rugby team - <http://www.youtube.com/watch?v=-CaSu-fnGg>. Essentially, the haka is a ceremonial dance that prepared the Maori warriors for battle. "Wai" is the Maori term for water. Water is one of the most dynamic substances on earth and it takes many forms whether it is fog, rain, sleet, hail, snow, or ice. We see this much like the different forms and shapes of businesses, markets and competitors.

So, literally translated WaiHaka means "water dance", but we think of it as preparation of an individual and the team as they go into battle to address the competitive dynamics of business.