

Kerrie Akkermans Consulting

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Capability Statement

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Strategies to win and keep profitable customers

“The services we have received from Akkermans have been just sensational and have proven absolutely invaluable to our organisation.”
Anthony Toop
Managing Director Toop & Toop

“Many thanks for your leadership and direction to change the decision making processes and how we need to operate as a Board” Angus Buchanan Vice Chair of ASI. “We appreciated her efforts so much, we asked her to join the board”
Karen Bard
Chair of Elizabeth Bowery Lodge

Principal areas of consulting

Kerrie Akkermans Consulting helps organisations act more strategically, implement effective, sustainable marketing practices and develop best practice management systems.

The methods developed over the past 20 years to help our clients include:

Management

- creative and strategic planning
- business coaching
- facilitation of meetings, workshops and seminars
- delivering corporate training
- professional speaking

Marketing

- researching markets and competitors
- marketing strategies
- customer relationship management
- advising and developing strategic alliances
- social media branding
- website review and ecommerce

Systems

- project management
- systems development and integration – inc. ISO9000, AS/4801 and AS/4360

Key expertise and tools

Kerrie Akkermans possesses expertise in a number of inter-related aspects of running a business: management, marketing and the systems to support the business. She has expertise in researching an organisation’s market and advising on its marketing strategy, advising businesses about quality processes and marketing strategies that work and are sustainable.

She has assisted many companies to improve their productivity and profit levels by providing consulting advice or training in areas where they are especially vulnerable.

Kerrie is able to recommend strategies that consider both the front and the back-end of business operations because she has the expertise in both marketing and quality systems.

All of her work is underpinned by the desire to add sustainable value through:

- innovative processes
- risk minimisation
- raising systems to relevant standards ie ISO9000, AS 4801.

“With every project Akkermans undertook with us they were always one step ahead in providing us with leadership development, managerial effectiveness and organisational productivity. I recommend their services to anyone who seeks business improvement and effectiveness.”

Peter Simpson
Managing Director
Charterhouse
Advertising

Key projects

Customer Relationship Management

Conducted market research for Tecalemit a manufacturing firm and developed a CRM Program. www.tecalemit.com.au

Rebranding and website development

Undertook market research on international distributors and then rebranded with a new logo and new website www.robway.com

Aged Care, HACCP and ISO9000 Standards

Developed and implemented systems that met the aged care, HACCP and ISO9000 standards across the organization for Aged Care and housing

Auditing

Reviewed and audited Adelaide TAFE’s quality systems for RTO certification and ISO9000 accreditation

Retail training

Presented numerous business seminars in Sydney, Melbourne and Brisbane for Reed Gift Fairs

Strategic Marketing

Since 1995 consulted to Toop & Toop on marketing, systems development and customer service training

Marketing Promotional Material

Researched landlords and redesigned copy and layout for Toop & Toop’s Property Management brochure

Sales Skills Development and Systems

Mildura Financial Planners, A.W.Vater, NFPAS, ModelFlight are just a few of the businesses that have benefitted from Kerrie Akkermans Consulting’s sales training

Procurement and sustainability consulting

Review and development of quality processes in procurement for BHP Olympic Dam expansion

OHS&W

Developed and implemented an OHS&W System for Toop & Toop that covered their multiple locations

Business Continuity Planning

Facilitated sessions to develop a Business Continuity Plan for NEWAYS

Board Facilitation

Facilitated board meetings for Australasian Society of Intellectual Disability

Training programs

Kerrie Akkermans has vast experience delivering a wide range of training programs around three main themes.

Management

- business continuity management
- how to innovate
- quoting to win
- reward, recognize and motivate your team
- how to survive and thrive in hard times

Marketing

- creating a buying environment
- customer service excellence
- developing successful selling skills
- direct marketing strategies
- effective communication skills
- customer relationship management

ELearning

- using social media marketing
- branding yourself online
- creating products on-line
- website review and development
- ecommerce strategies

Systems

- putting in systems in your business
- ISO9000
- AS4801
- Aged Care Standards

“Kerrie is a highly motivational professional speaker who brings first hand relevant knowledge and experience to her audiences. Sessions are interactive with opportunities for participants to share ideas with others and always learn something new. She is well organized and caters for a range of adult learning styles. Her presentations are full of practical and innovative ideas and Kerrie is always able to include a humorous side! She is able to engender confidence and excitement in people who are then prepared to take action!!”

Prue Tucker
Life Coach

Value Adding

Kerrie’s considerable experience advising organisations on management, marketing and quality systems has inevitably meant that she has accumulated a great deal of experience in related business issues. She brings this extended expertise to all her projects. This wider expertise includes:

- ❑ using online strategies to grow businesses
- ❑ providing one-to-one mentoring
- ❑ identifying and nurturing strategic alliances between clients and other organisations
- ❑ facilitating workshops in innovative ways - eg
 - highly interactive strategies to ensure participants participate effectively
 - researching markets in real-time to identify competitor activities, social networking media chat and to benchmark similar businesses and industries
- ❑ personalising her approach so she can be proactive in dealing with issues as they arise.

Business networks

Her business networks are extensive and represent a wide range of industry sectors and types of businesses. She is generous about sharing this network with her clients and using it to fast-track projects and to ensure her solutions are best practice and sustainable.

Kerrie has a wealth of practical experience in growing businesses. This is evident in her own business which grew from \$1 million to \$2 million turnover with a 20% increase in profit.

Professional speaking and advocacy

Kerrie is a professional speaker and MC. She has represented many organisations and boards at functions, in advocacy and lobbying and at events and conferences.

Thanks again, Kerrie, for a superb seminar. Entertaining, insightful and riveting. I could have listened for another 3 hours. Makes me realise how poor my customer relations has been up to now. And to think I THOUGHT I was doing a good job. Thanks for all the practical tips. I started using your tips straight away and the number of hits to my website is up 150% already - pretty important for a web-based business. ♦
Bob Sing
Vapour Software

Clients

Industry sectors

Real Estate	Recruitment	Information Technology
Graphic Design	Health	Finance
Mining	Tourism	Education
Aged Care	Retail	Legal
Manufacturing	Disability Services	Professional Services

Sample client list

American Express, Budget Rent-a-Car, Ashford Hospital, Aged Care & Housing, Toop & Toop, Direct People Solutions, DBH Legal Firm, Sybiz Software, DTED, TAFE, GH Michel, Tecalemit and ASID (Australasian Society for Intellectual Disabilities) are just a few of the organisations she has worked with.

About Kerrie Akkermans

Kerrie Akkermans has had her own consultancy business since 1994 and has owned a retail business. This means that she practices what she teaches and has confidence in knowing what works and what doesn't.

Kerrie is a lateral thinker which means she is able to find innovative and creative solutions to her clients' problems. She has the rare ability to stand in her clients' shoes and to see their point of view. Her passion, energy and interpersonal skills ensure that she leaves people feeling positive about the plans and strategies she has led them to embrace.

Qualifications

- Bachelor of Arts *Flinders University*
- Bachelor of Communication *University of South Australia*
- Member Quality Society of Australasia
- Quality Assurance Lead Assessor
- Enterprise Review Practitioner
- Accredited Fitness Leader, Train the Trainer
- Aged Care Assessor, APEC Accreditation
- Accredited EBusiness Consultant

Memberships and board positions

- Current Vice Chair of Elizabeth Bowery Lodge
- Executive Officer for ASID (Australasian Society for Study Intellectual Disability)
- Registered Consultant with The Institute of Management Consultants
- Past Board member
 - Adelaide Festival Foundation
 - Loanmart
 - Australian Health Foundation for South Australia
- Convenor of a women's networking group Nibbles with Nous (over 60 members)

Governance

OHS&W Systems

Kerrie Akkermans Consulting has a documented and implemented OHS&W system that meets legislative and statutory obligations. It is available for review at any time on request.

Quality Management System

In addition, Kerrie Lee Akkermans Consulting has a documented and implemented system in place that conforms to the ISO9000 standard.

Insurances

Professional Indemnity: \$5 million

Public Liability: \$20 million

Fees, terms and conditions

Fees are set according to the parameters of each project. Commencement payments and progress payments may be required.

Invoices are due in 7 days.

Direct debit payment is preferred.