



cecomsa®

Cecomsa is a national leader in technological solutions, computing and cyber security markets. We have a high share of Dominican Republic's climate control and kitchen appliances market powered by our own brand KTC and recently entered the home and office furniture market. We are the largest supplier of Dell, Apple, and Epson products with certified service centers across the country. Cecomsa has 4 stores and a corporate office with 273 qualified employees which provide coverage at a national level through a vast network of distributors and wholesalers.

Between July and October 2021 Cecomsa worked together with London Consulting Group and developed the "LAZOS, unidos hacemos el cambio" (Lazos, together we change) improvement project which focused on improving, strengthening, and consolidating Corporate Sales Department aligning processes, structure, and leadership models to the new culture. The main activities and results were the following:

Corporate Sales Process:

- Shoulder to shoulder implementation of Microsoft Dynamics CRM. Speeding up implementation and adoption times by 50%.
- 100% of Corporate Sales opportunities are registered in Microsoft's CRM.
- 92%-time improvement generating Dell's opportunity reports and more than 60% reduction time in sales report generation.
- Assessment and walkthrough redesigning KPIs and sales reports in Power BI platform, that includes sales, appointments, leads, and assignments. 6 Power BI reports were implemented in the Corporate Sales department.
- Development of agile sessions to define objectives, processes, roles, and responsibilities, and creating impactful opportunities and initiatives for Sales processes that benefit the final customer.
- Corporate structure analysis and balance workload for 10 positions in the department.


Leadership Model:


- Definition of basic, useful, and essential skills for all 31 positions in Corporate Sales Department.
- Execution of 42 profile tests which cover all personnel within Corporate Sales Department.
- People's Development Model was implemented through the Individual Development Plan with all managers in the department.
- All 7 Corporate Sales leaders were trained and can execute the Coaching Leadership model with their teams according to business strategy and skills required for each position.


The project ended successfully within the agreed timeframe, this allowed the company to adjust all the processes correctly, adopt and deploy Business Intelligence tools and CRM. In addition, the Leadership model was strengthened in the Corporate Sales Department, this result was possible thanks to the professional job carried out by London Consulting Group and Cecomsa's personnel.

The way change was managed, the training process, the dedication displayed by the team members, along with the methodology and the way it was applied throughout the different phases of the project, allowed us to achieve the expected results. We are happy to recommend London Consulting Group, a professional and committed firm, which contributes towards positively changing an organization's work culture through the implementation of practical solutions, their leadership, and their commitment towards capitalizing on tangible results in the short time.

Sincerely,


Fernando Rosario
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