



R.E.P.R.E.S.E.N.T.[®]
RESOURCING REIMAGINED

Turning founder-led growth into a commercial operating system, helping NDC build team-led sales confidence, tighter sales processes, and marketing proof that attracts more ideal clients.

WHAT WE'VE ACHIEVED

- ▶ Turned founder-held commercial thinking into a growth system the team could use.
- ▶ Built team confidence with prospect meetings, objection handling, pricing & value.
- ▶ Refined sales process across pricing, LOEs, onboarding, billing and follow-up.
- ▶ Supported pricing standardisation so the team can quote and close confidently.
- ▶ Supported focus and accountability around the actions that will move NDC forward.
- ▶ Created a marketing production engine built around social proof.
- ▶ Helped NDC build the infrastructure to attract & convert more of their ideal clients.

"R.E.P.R.E.S.E.N.T helped take the commercial thinking that was sitting in my head and turn it into a system the team can actually use. From sales conversations and pricing through to marketing proof and follow-up. That's given us the confidence to grow without everything depending on me."

Neil Criddle

Founder, NDC

THE CLIENT

Neil's Data Consultancy, founded by Neil Criddle in January 2020, is an accountancy firm based in Weston-super-Mare.

In just over six years, NDC has grown to a team of 17, supporting around 600 clients across accountancy, tax compliance, bookkeeping, VAT, payroll, and advisory.

But NDC was never built to be a once-a-year compliance shop.

Neil's background before launching the firm was in commercial finance, business partnering, and advisory. That shaped the way NDC works today, the team handles the must-haves, but the wider goal is to help clients understand their numbers, grow better businesses, and make stronger decisions.

NDC had the clients, the team, the reputation, and the founder vision.

What it needed next was a commercial system that could scale beyond Neil.



THE CHALLENGE

NDC did not have a simple
“we need more leads” problem.

The real issue was leverage.

Neil knew where the business was. He knew where he wanted it to go. He had ideas around marketing, pricing, positioning, client conversations, advisory, service quality, and the future shape of the firm.

But too much of the commercial instinct still sat with him.

“Growth couldn’t just keep falling on my shoulders. The team needed the confidence and structure to be more commercial with clients too.”

Neil Criddle

That created a familiar founder-led growth ceiling:

- ▶ The founder becomes the default salesperson.
- ▶ Commercial confidence sits with one person.
- ▶ Pricing and quoting can become dependent on senior input.
- ▶ The team is great with clients, but less confident in sales-led conversations.
- ▶ Marketing ideas exist but are not always turned into consistent proof assets.
- ▶ The customer journey needs greater visibility, ownership, and follow-up.
- ▶ Growth is possible, but it depends too heavily on the few carrying the front end.

The aim was not to turn the team into salespeople.

It was to give good people the confidence, language, process, and proof to have better commercial conversations with clients and prospects.

WHAT R.E.P.R.E.S.E.N.T IMPLEMENTED

R.E.P.R.E.S.E.N.T worked with Neil and the NDC team across sales, marketing, strategy, customer service, commercial process, team confidence, and growth execution.

This was not generic sales training.

It was practical commercial enablement designed to help NDC attract more of its ideal clients, convert more confidently, and reduce unnecessary founder dependency.

WHAT WAS INSTALLED:

- ▶ Sales training for the team.
- ▶ Marketing training for the team.
- ▶ Practical objection-handling principles.
- ▶ Shared language around client conversations, value, pricing, and opportunity.
- ▶ A clearer approach to prospect meetings.
- ▶ Pricing standardisation to help the team quote and close confidently.
- ▶ A review of the quote and LOE process to improve visibility and consistency.
- ▶ Onboarding process improvements so the right people have visibility.
- ▶ Workflow changes around pre-LOE signature stages, human follow-up, and automated reminders.
- ▶ Marketing production structure around case studies, client quotes, short-form video, social proof, content repurposing, and proof distribution.
- ▶ A clearer route for the team to contribute to growth without Founder dependency.

“The objection handling stuff was amazing. Having a set of principles and a way of speaking to clients on objections, for a couple of the people that were slightly less confident, really helped them.”

Neil Criddle

WHAT CHANGED OPERATIONALLY

Before, NDC had strong commercial instinct, but too much of it lived with Neil.

After the work with R.E.P.R.E.S.E.N.T, the commercial system became clearer.

The work created progress across three connected areas

1 Team-led sales confidence

The team had focused time away from screens to think commercially.

Messages Neil had already been saying internally landed differently when reinforced by an external voice. Less confident team members had a clearer way to handle objections, talk about value, and approach client conversations without feeling awkward or forced.

This gave the team shared language and practical principles they could use with both prospects and existing clients.

"You came up with so much valuable stuff that was brand new."

Neil Criddle

2 Sales process and customer journey visibility

R.E.P.R.E.S.E.N.T also helped NDC look at the mechanics behind conversion.

That meant tightening the practical steps around pricing, quotes, LOEs, onboarding, billing, payment visibility, and follow-up.

Pricing became something to standardise, not something that always needed to rely on Neil. Client managers were brought closer to quote, onboarding, and payment visibility. The LOE and quote journey was reviewed so actions and follow-up could happen more consistently.

That matters because growth does not only happen when a prospect says yes.

It happens when the firm can quote, follow up, contract, onboard, bill, and manage the journey consistently.

3 Marketing proof and production

The marketing work was not about posting for the sake of posting.

It was about creating proof that helps ideal clients understand why NDC is the right fit.

The project supported a production engine around:

- ▶ **11 client case studies.**
- ▶ **11 client quote assets.**
- ▶ **38 short-form video assets.**
- ▶ **Social proof for website pages, proposals, brochures, and social media.**
- ▶ **Better use of proof across the buyer journey.**

The best-fit prospects do not just need to hear that NDC is good.

They need to see it.

COMMERCIAL OUTCOMES

1 A stronger sales process, not just better conversations

R.E.P.R.E.S.E.N.T helped NDC connect the full commercial journey: positioning, proof, pricing, quote, LOE, onboarding, billing, and follow-up.

That turns commercial activity into something operationally real.

2 More confidence across the team

The team did not need scripts. They needed a practical way to talk about value, pricing, objections, opportunities, and client needs.

That means more people inside NDC can contribute to growth in a way that still feels human, advisory, and aligned with the firm's culture.

3 More leverage at the front end of the firm

The biggest shift was not just confidence.

It was leverage.

If more people can have prospect conversations, handle objections, talk about value, use a pricing framework, and support the commercial rhythm of the firm, growth is no longer limited by one person's diary.

"We can have 5 prospect meetings for the price of 1, being just me beforehand."

Neil Criddle

WHY THIS WORKED

This worked because R.E.P.R.E.S.E.N.T treated growth as a system.

Not just lead generation.

Not just sales training.

Not just marketing assets.

The work connected sales confidence, pricing structure, marketing proof, onboarding visibility, billing discipline, follow-up, and team enablement.

That matters because weak conversion is rarely caused by one thing. It is usually the result of small gaps across the buyer journey.

R.E.P.R.E.S.E.N.T helped NDC identify and tighten those gaps.

It also helped Neil turn what he already knew into something the team could understand and act on.

Founder instinct is powerful, but it does not scale unless it becomes visible, repeatable, and usable.

"The thing that it's given me is a high degree of focus."

Neil Criddle

THE COMPOUNDING IMPACT

The immediate impact was confidence and clarity.

The bigger strategic impact is what that allows NDC to do next.

Neil already sees NDC as ahead of many local peers in how it manages the business and its financial data. But his concern is not whether the firm is doing enough today. It is whether NDC is doing enough to widen the gap further.

That is where this work compounds.

With the team better equipped to hold prospect meetings, handle objections, talk about value, quote more confidently, use proof assets, and contribute commercially, Neil can spend more time thinking about the future of NDC.

"I can see that pathway now to take that further step back."

Neil Criddle

That creates more options:

- ▶ **More team-led growth.**
- ▶ **Better use of Neil's time.**
- ▶ **More commercial confidence across the firm.**
- ▶ **More consistency in prospect conversations.**
- ▶ **Better conversion from quote to onboarding.**
- ▶ **Stronger proof assets to attract ideal clients.**
- ▶ **More space for Neil to step back without slowing momentum.**
- ▶ **A stronger route to growth that is not dependent on one person.**

WHO WOULD BENEFIT?

This is a fit if you're a firm where:

- ▶ **Growth still depends too heavily on the founder.**
- ▶ **Your team is great with clients but lacks confidence in commercial conversations.**
- ▶ **Pricing and quoting still rely too heavily on one or two senior people.**
- ▶ **Your quote, LOE, onboarding, billing, and follow-up processes need more visibility.**
- ▶ **You have marketing ideas but no clear structure for turning them into proof assets.**
- ▶ **You need stronger objection handling, pricing confidence, and value language.**
- ▶ **You want more people in the firm capable of holding prospect conversations.**
- ▶ **You want growth to happen by design, not just by referral, luck, or founder energy.**

Neil's advice to firms considering R.E.P.R.E.S.E.N.T.:

"Have the conversation. R.E.P.R.E.S.E.N.T aren't just one thing. They've helped us across sales, marketing, resourcing, team structure and the commercial thinking around growth. If you're a firm owner trying to move the business forward, they'll help you see the right route and put practical solutions around it."

Neil Criddle

