

**heed** WITH  
MIGHT  
& MAIN

HEED is a boutique management consulting firm focused on **revenue management and commercial excellence**. We help well-established companies to drive sustainable revenue growth by integrating science, people and technology into what we do. Our discipline of execution has helped our clients **increase their revenues by an average of 17% within a 10 months period**.

Since its inception in 2011, HEED has established a strong track record and extensive hands-on expertise in sales, business development, growth strategies, go-to-market strategies, and commercial organization design & processes.

Our consultants have a proven reputation for delivering results. At present, our teams are strategically located in Beirut and Dubai to better serve our clients worldwide. We have a particular focus on the GCC market and specialize in catering to the unique needs of Saudi Arabian businesses.

## Key Figures & Outreach

Established  
**2011**

**80+**

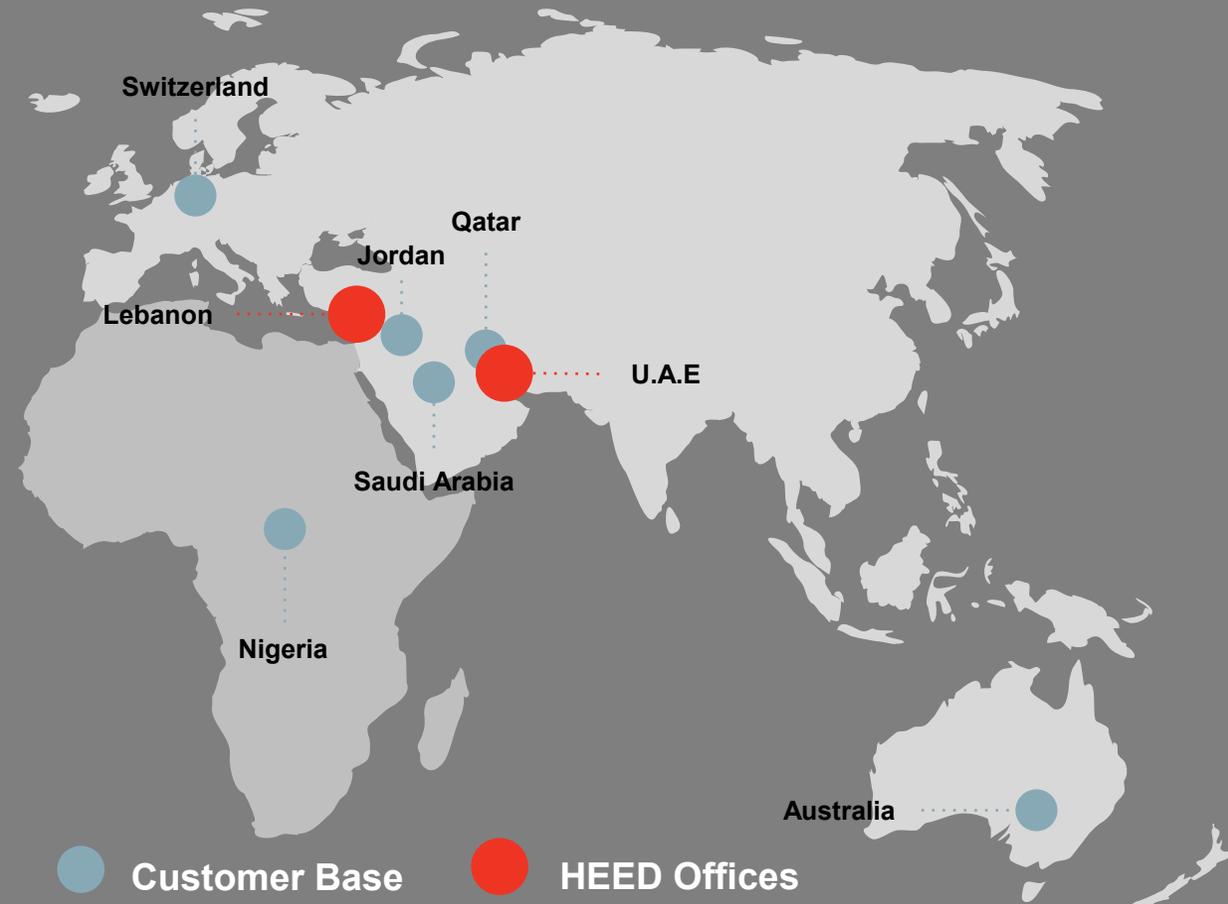
Successful projects  
In 14 Years

**80%**

Of Clients Are  
Recurring

**17%**

Avg Increase in our client's  
revenue



**FOR THE THIRD YEAR IN A ROW, HEED HAS BEEN CHOSEN AS ONE OF THE LEADING CONSULTING FIRMS FOR ACHIEVING COMMERCIAL AND SALES EXCELLENCE.**



Consultancy Middle East

67,227 followers

23h • 🌐

These are the Middle East's leading consulting firms for Commercial and Sales Excellence. Over 500 firms were assessed

» <https://lnkd.in/eX-zx8Kq>



## TOP CONSULTING FIRMS 2024 SALES

McKinsey & Company

BAIN & COMPANY

accenture

BCG

Deloitte

SIMON KUCHER

strategy&

EY

pwc

new metrics

SIAPARTNER

ARTHUR LITTLE

KEARNEY

maven insights

Cognizant

KPMG

LEK

INDEVCO CONSULTANCY

OliverWyman

heed

IBM

bts

redseer

Smaartt

publicis sapient

THE GAP PARTNERSHIP

ZS

F.T.I.

BORN PERRY

PURE CONSULTING

AlixPartners

Huthwaite International

MERCURI International

GULF BUSINESS SOLUTIONS

BearingPoint

cognizant

Ogilvy connective

VML

KINETIC CONSULTING

Metyis

MERKLE

DOGMA ALARES

BDO

GrantThomson

PROPHET

RSM

BASED ON CONSULTANCY.ORG AND FEEDBACK FROM CLIENTS AND CONSULTANTS



You and 89 others

3 comments · 15 reposts

# Our clients have hand-picked HEED to aid them in solving their complex problems summarized into **high-level objectives & challenges**



# HEED services cover the strategy, the organization, and the operational aspect within the commercial practices

HEED, specialized revenue growth consultants, engage with clients to design and implement tailored and actionable growth strategies. These strategies are backed up with tools and enablers to accelerate their impact. HEED's proven strategies and solutions enable clients to generate growth long after the initial engagement ends.

## Strategic

Tailored and pragmatic strategies are what define real impact. Our specialized revenue growth consultants work collaboratively with our clients to develop innovative strategies that can position them as market leaders.

## Organizational

To rapidly unlock the full potential of the market, HEED focuses on optimizing organizational structures, processes, and culture to enhance efficiency, agility, and effectiveness.

## Operational

We support the sales and marketing department in implementing strategies to enhance brand awareness, engage customers, and increase market share. We also optimize sales processes, strategies, and performance to drive revenue growth and acquire new customers.



# Some of our successful engagements, 80% of which are recurring clients

## KSA & GCC Region

اسمنت اليهامة  
YAMAMA CEMENT

BAKHEET  
CO. FOR MACHINERY  
شركة  
بخيت  
للمعدات

Alessa  
البريس  
Alessa Industries Co.

MORGAN  
beyond professional training

Ideatolife

كلمة  
kamkalima

مصدر  
masdar  
لمواد البناء  
Building Materials

شركة للصناعات العربية لمنتجات مواد البناء  
ARABIAN BUILDING CHEMICALS FACTORY CO.

signify

BIRD  
collaborative

MEPEQ

أرومة  
Arumah  
Preschool

SEHNAOUI PLANT  
GROUP OF COMPANIES

Jeem

ERTYAD  
ارتياح  
رحلة تطوير المواهب

تميز  
Tamayuz

تاج القابضة  
TAJ HOLDING

## International Markets



Hawkers

utrix  
S.A.L.

Berytech  
The Ecosystem  
for Entrepreneurs

victoire  
insurance company

travizory

KILZI  
BY ODY

beirut



bluering

Kidz  
Mondo  
A CHILDREN'S WORLD

ROUND ONE

SAMA  
BEIRUT

Henkel

CROWN  
FLOUR  
MILLS

SAKA

BXP  
beyond brokerage®

# Projects Brief – A brief description of the projects executed successfully in the Saudi market

## Alessa Industries & Co



We collaborated with Alessa Industries, leader in the household appliances distribution industry in KSA, to realign their go-to-market strategy with evolving market dynamics, driving growth in modern trade channels and optimizing their product/brand portfolio for sustained competitive advantage.

## Bakheet Co. for Machinery



We partnered with Bakheet Machinery to transform their sales operations, embedding a proactive, customer-centric culture that enhanced market coverage and boosted win rates for high-value, complex opportunities. This strategic shift positioned Bakheet for greater success and growth in the highly competitive heavy machinery sector.

## Yamama Cement Company



We partnered with Yamama Cement to drive a customer-centric transformation, developing a robust key account management framework and designing a compelling loyalty program tailored to customer segmentation, while equipping sales teams with advanced reporting tools to optimize market engagement and achieve performance KPIs.

## JEEM Investment Holding Company



We collaborated with JEEM Holding to design a comprehensive feasibility study and strategic business plan, supported by in-depth market research, to launch a specialized healthy food business, delivering nutritious hot meals to schools and aligning with emerging health-focused educational trends.

## Taj Holding



We partnered with Taj Holding to develop a robust feasibility study and strategic business plan, leveraging meticulous market research and data-driven insights to conceptualize and position a high-potential food court in Riyadh, aligning with the city's evolving consumer and investment landscape.

## Arabian Building Chemicals



We developed a targeted market strategy for Arabian Building Chemicals, a paint manufacturer in Jeddah, unlocking their industrial potential. Additionally, we restructured their commercial operations to align with long-term growth goals, enhancing market reach and positioning the company for sustainable competitive advantage.

## Tamayuz Center



We partnered with Tamayuz, a leading center specializing in learning difficulties in Riyadh, to streamline their customer journey, enhancing the overall experience and increasing visitor engagement. This transformation positioned Tamayuz for growth and long-term success in a competitive market.

## Arumah Preschool



We collaborated with Arumah Preschool from the feasibility phase to the successful opening, overseeing the entire process. Over a 3-year engagement, we ensured the execution of the strategic business plan, driving the achievement of key milestones and KPIs, and setting the foundation for sustainable growth in the early education sector.

# Projects Brief – A brief description of the projects executed successfully in other Intl. Markets including GCC, Europe, Africa, Levant and Australia

## Morgan International



We partnered with Morgan International on multiple initiatives, including the scientific re-engineering of their sales forecasting methodologies. Additionally, we revamped their commercial structure to expand corporate-level sales of professional certifications and embedded pipeline management frameworks to drive efficiency and growth.

## Hawkers - Australian Brewers Guild



We partnered with Hawkery Brewery, Australia's fastest-growing brewery, to drive a data-driven transformation from the CEO to salespeople. By implementing dashboards linked to performance, customer relationships, and Salesforce management, we empowered the company to optimize decision-making and sustain its rapid growth.

## IdeatoLife



We collaborated with IdeatoLife to scale growth by establishing a structured outbound strategy through an internal SDR team. The project included streamlining processes with a fully equipped sales team, supported by a comprehensive playbook to pitch, position the brand effectively, navigate opportunities, and significantly improve closing rates

## Sehnaoui Group of Companies



We partnered with SP Group to redesign their sales process, aligning it with customer journeys and adapting it to different cities and cultures. This was integrated into the CRM with pipeline management frameworks. We also launched a tailored Sales Academy with customized courses and assessments for current and new team members.

## MEPEQ



We enabled MEPEQ to transition from generalist to industry-focused, adopting a customer-centric approach that enhanced competitive positioning. By speaking their customers' language and leveraging a blue ocean strategy, MEPEQ successfully expanded its customer base and unlocked new growth opportunities in untapped markets.

## Crown Flour Mills



We developed a diversified go-to-market strategy for Crown Flour Mills, shifting their approach from selling commodity flour to value-based flour mixes. By enhancing techno-commercial activities and fostering closer engagement with end customers, we positioned the company for sustainable growth and differentiation in a competitive market.

## Kamkalima



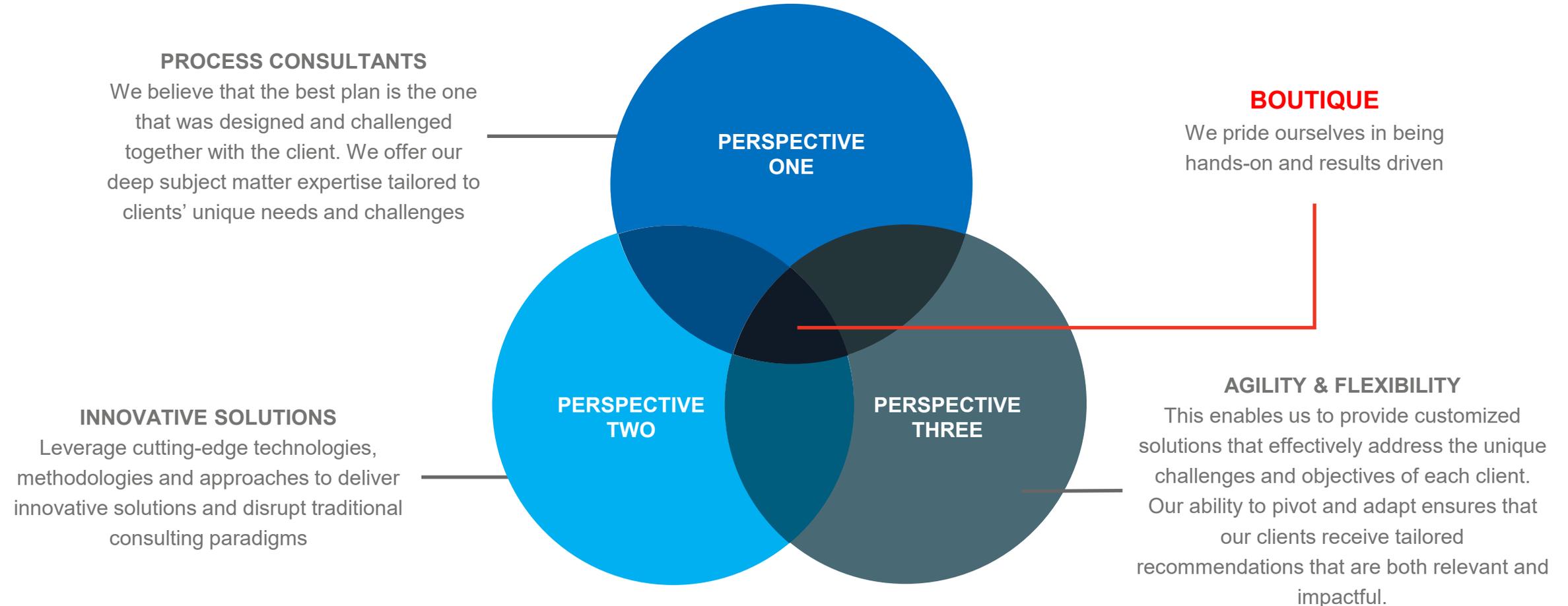
We partnered with Kamkalima, a pioneer in the EdTech industry, to support their Series A funding by building a robust sales arm. We focused on targeting the right customer segments with the most potential and streamlined their sales process, driving lead generation through both inbound and outbound outreach strategies.

## Travizory



We developed the DPAR qualification framework to empower regional VPs of Sales to scientifically score win probabilities, identify required actions, and map key customer stakeholders. This systematic approach was tailored to their unique client base, comprising government ministries and cabinet officials, ensuring a targeted and effective sales strategy.

# Our Spirit – The discipline and determinism in getting things accomplished irrespective of challenges



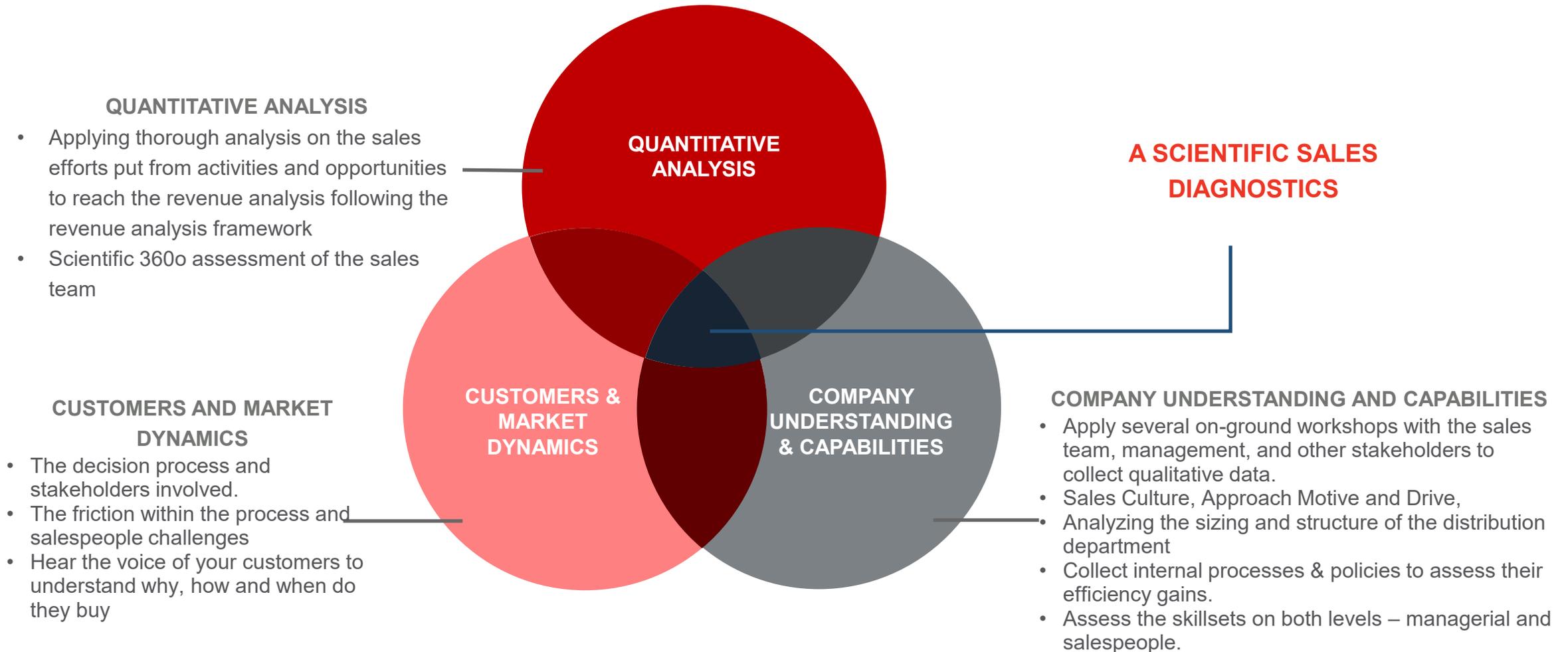
Being boutique allows us to work closely with clients and deliver practical, pragmatic and tailored services. This is our culture we make sure to have across HEED employees to deliver successful and on-time projects.



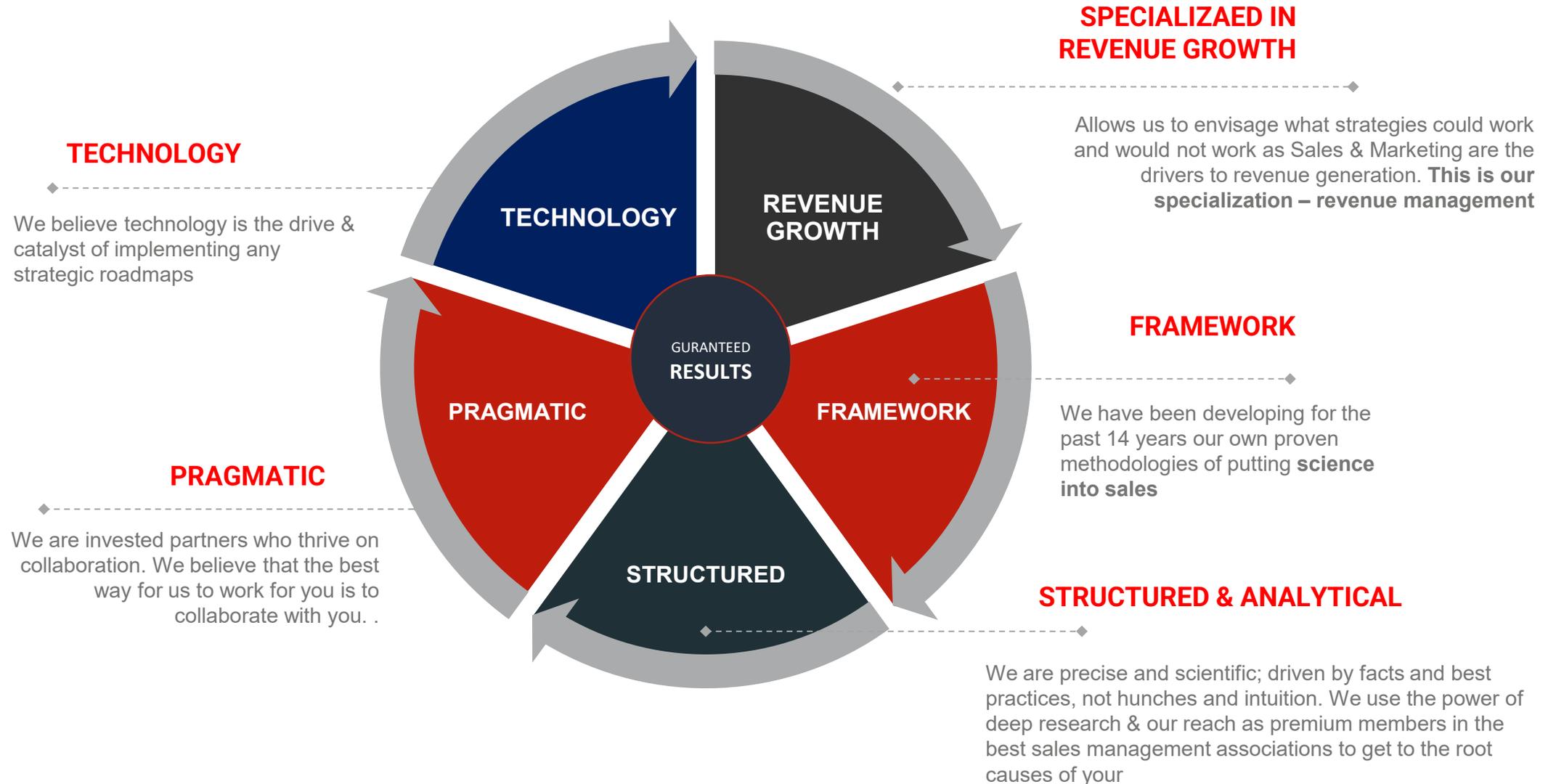
# WHAT MARKS OUR SUCCESSSES

AS DOERS AND ACHIEVERS, WE DIVE DEEP REGARDLESS OF THE CHALLENGE USING OUR BUILDING BLOCKS, FRAMEWORKS, DNA, DISCIPLINED EXECUTION, AND TECHNOLOGY.

# Our diagnosis framework - uncovering the three scopes of the customer, the company and their data to reveal the truth of pain



# 5 Elements that mark HEED success



For over a decade, we have successfully completed more than 80 projects globally across all industries.

We take pride in helping clients drive their revenue growth. Our expertise lies in sales and marketing, with a focus on **customer-centricity** and implementing **scientific approaches into sales strategies**.



## Our Culture

---

"People call it determination or perseverance; we like to call it the doer's spirit. As much as we should be great thinkers in consultancy, we also believe that we should be doers in order to help our clients build the necessary momentum for making a significant impact."



## Message from the founder

---

"It is our responsibility to make a dent in the universe and effect positive change in every sales organization, in order to grow effectively."

Mazen E. Farah





Want to Learn More?

 [heed-mm.com](http://heed-mm.com)

in [Heed Company Page](#)

**heed** WITH  
MIGHT  
& MAIN