

Commercial clarity. Practical action.

Independent commercial, payments and strategic advisory support for organisations facing complex decisions, performance issues or change.



What decision is getting in the way?

Forthwise helps organisations facing complex commercial, payments and operational decisions move from uncertainty to practical action.

Common trigger situations



- Growth has slowed or performance is inconsistent



- Pricing or commercial models need rebuilding



- Payments or collections are creating friction



- PCI DSS or payment security action is unclear



- A supplier, proposition or project needs independent challenge



- Leadership capability is needed without a full time hire



Practical 360° Consulting.

See the whole system. Start with the real pain.
Make value visible.

Commercial strategy, proposition, pricing, channels, customers, suppliers, operations, risk and people are connected. Forthwise starts with the decision, blockage or opportunity at stake, then helps define practical action and visible value.



Commercial Direction & Payments and Risk.

Independent judgement where commercial choices, payment capability and risk decisions need clarity.



Strategic Commercial Advisory
senior judgement for complex commercial decisions



Pricing and Commercial Model Development
build pricing that protects value and margin



Independent Project and Proposition Review
challenge assumptions before investment or launch



Payments Strategy and Consultancy
design payment capability around customer and commercial value



PCI DSS and Payment Security Advisory
translate payment security complexity into clear action



Technology and Supplier Assessment
make better supplier decisions before commitment or renewal



Customers, Product & Operations.

Improve the way customers experience the proposition and the way the organisation delivers it.



Customer Collections and Payment Journey Optimisation

make it easier for customers to pay and easier for organisations to collect



Product and Proposition Development

turn market need into a proposition customers will understand and buy



Customer and Operational Process Reviews

identify friction, risk and missed value across day to day processes

“

Good process design reduces friction for customers and waste for the business. ”



CUSTOMER JOURNEY MAP



VALUE PROPOSITION

- Partner & Suppliers
- Payment solutions
- Financials
- Payment Solutions
- Credit Lines
- Credit Lines
- Payment Solutions
- Financials
- Payment Solutions
- Credit Lines
- Credit Lines
- Payment Solutions

PROCESS REVIEW

PROCESS	FRUSTRATION / RISK	IMPACT	OPPORTUNITY
Process: client from introduction	Engage to client, time to leave	Engage to client, time to leave	Engage to client, time to leave
Process: client from introduction	Engage to client, time to leave	Engage to client, time to leave	Engage to client, time to leave
Process: client from introduction	Engage to client, time to leave	Engage to client, time to leave	Engage to client, time to leave

KEY INSIGHTS

- Engage to client, time to leave
- Engage to client, time to leave
- Engage to client, time to leave
- Engage to client, time to leave

Growth and Sales | Partnerships and Leadership.

Support growth, strengthen commercial execution and build the relationships and leadership capability that move things forward.



01

Go to Market Strategy

connect product, market, message, channels and delivery around a credible launch



02

Sales Strategy and Performance Improvement

create a sales system that is visible, repeatable and accountable



03

Consultative Sales Training

build the judgement and conversations needed for complex selling



04

Partnership and Channel Development

build partnerships around identifiable mutual value



05

Executive Mentoring and Leadership Support

confidential, practical support for leaders carrying commercial responsibility



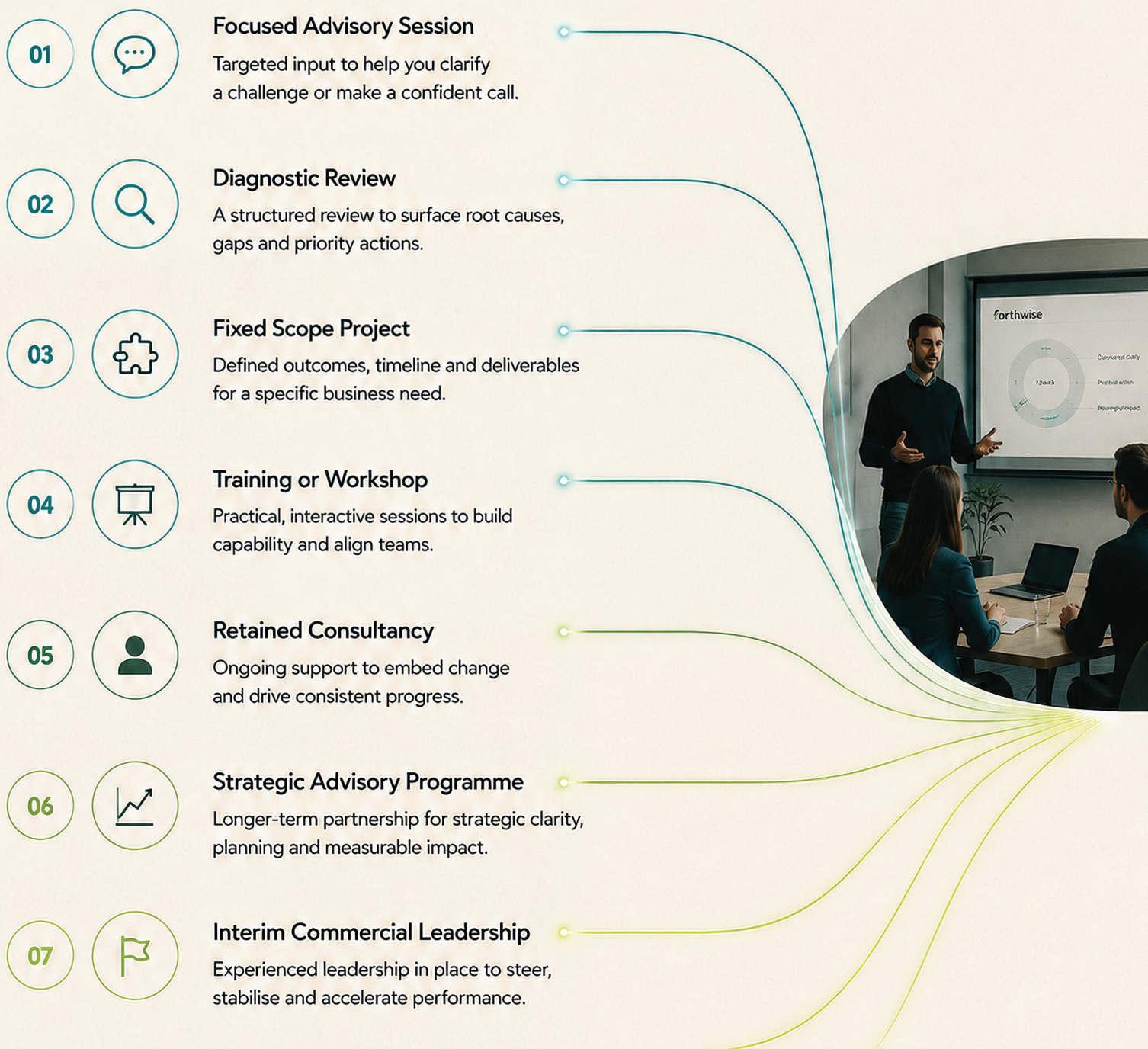
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Strategic Advisory Programme

ongoing access to senior commercial judgement without a full time appointment

How clients can work with Forthwise.

Engage for a single question, a defined review, a focused project or ongoing strategic support.



— The right route depends on the decision, the urgency and the value at stake.

Modern consultancy first. Intelligent technology edge second.

Forthwise leads with judgement, commercial rigour and human understanding. Technology is used where it improves clarity, consistency, delivery and outcomes.



Human judgement

experienced, practical and commercially grounded



Connected thinking

commercial, operational, customer and risk decisions seen together



Intelligent enablement

selective use of technology, automation and data where it genuinely improves the outcome

The result is a consultancy that feels credible in the boardroom and current in the market.



Make the value visible.

The focus is practical outcomes, not activity.
Depending on the engagement, success might be measured through a mix of commercial, customer, operational and risk indicators.



Revenue and margin



Pipeline and conversion



Payment success
and cost per payment



Time to collect
and cost to serve



Customer outcomes



Risks closed



Decision speed



Implementation readiness



Capability transferred



Return on investment



Measures are agreed around the work
so progress can be seen clearly.

Discuss the decision that matters most.

You do not need to diagnose which service you need before getting in touch. Start with the decision, pain or opportunity. Forthwise can help determine the right scope from there.



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