



Services Catalog

2026 Edition

The image contains three panels of business development services, each with a colorful illustration and a text box below it. The first panel, "Enhance Yourself", shows a person climbing a staircase with gears and a lightbulb in a thought bubble. The second panel, "Enhance Your Team", shows four people shaking hands with gears and a bridge in the background. The third panel, "Enhance Your Business", shows a cityscape with a large orange arrow pointing up and the text "SUSTAINABLE GROWTH".

ENHANCE YOURSELF
LEARN. GROW. DEVELOP SKILLS.
REALIZE POTENTIAL.

ENHANCE YOUR TEAM
COLLABORATE. COMMUNICATE.
EMPOWER. ACHIEVE TOGETHER.

ENHANCE YOUR BUSINESS
INNOVATE. EXPAND.
DELIVER VALUE. THRIVE.

www.ibdtt.com | consulting@ibdtt.com | 280-8288

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WHY INGENUITY

We help Caribbean businesses unlock growth through strategic consulting, hands-on training, and transformation programmes grounded in global best practice.

Since our founding, Ingenuity Business Development has partnered with organisations across Trinidad and Tobago and the wider Caribbean to solve their most pressing growth challenges. We don't deliver off-the-shelf solutions — every engagement is customised to your business reality, your people, and your goals.

PROVEN EXPERTISE

22+ years of combined corporate and consulting experience at companies like Unilever, Coca-Cola, and Nestlé.

CUSTOMISED DELIVERY

Every programme is tailored to your industry, team, and objectives — no generic workshops.

MEASURABLE RESULTS

We focus on tangible outcomes: increased revenue, improved team performance, and sustainable change.

<p>15+ Years Consulting</p>	<p>50+ Clients Served</p>	<p>10+ Service Areas</p>	<p>14+ Years multinational & local work experience</p>
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ADB Teambuilding



TECU Supervisory Training



ProForm Engineering Supervisory Training



ADB Teambuilding



ProForm Engineering Supervisory Training



Queens Hall Training

OUR APPROACH

Experiential. Active. Results-driven.

Our methodology bridges the gap between theory and practice. We believe real transformation happens when people don't just learn concepts — they apply them in real scenarios, receive feedback, and build confidence before returning to their roles.

1. DISCOVER

We begin with field observation, stakeholder interviews, and a thorough assessment of your current state — before any training takes place.

2. DESIGN

We craft a customised programme aligned to your business objectives, team dynamics, and industry challenges.

3. DELIVER

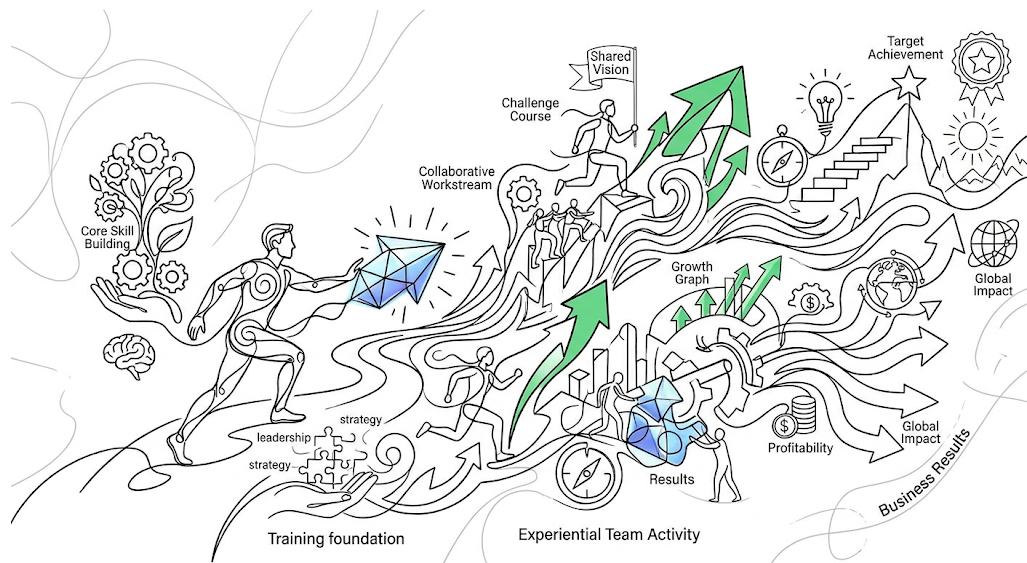
Our workshops blend interactive exercises, role-play, case studies, and real-world application. Every session is hands-on.

4. SUSTAIN

Post-training coaching, follow-up assessments, and performance check-ins ensure the learning sticks and delivers ROI.

What Sets Us Apart

- Qualified and experienced training team with real-world sales and management track records
- Pre-training field observation to ground programmes in your actual business context
- Assessment before and after training to measure impact
- Post-workshop sales coaching and motivation
- Flexible delivery: on-site, virtual, or blended



OUR TEAM

Our consultants bring decades of leadership experience from top-tier multinational and Caribbean companies. Each engagement is led by senior professionals who have walked in your shoes — managing sales teams, launching products, and driving organisational change.

RANDALL DOUGLAS | Chief Consultant & CEO



Randall Douglas founded Ingenuity Business Development with a mission to bring global best-practice standards to the Caribbean business landscape. He brings 14 years of corporate experience in Sales, Marketing, Trade Marketing, and General Management, complemented by 8+ years of consulting and training.

His senior management roles span leading multinationals including Unilever Caribbean, Coca-Cola (Caribbean Bottlers), and Nestlé Trinidad, as well as prominent local firms such as the Trinidad Publishing Company and Alstons Marketing Company (AMCO), where he managed brands like Cadbury, Procter & Gamble, and Energizer.

Core Focus Areas: Change Management, Strategic Management, Sales & Marketing Management, Trade Marketing, Customer Business Planning, Digital Strategy

RAWLE ROLLOCKS | Senior Consultant



Rawle Rollocks is a sales professional with over 15 years of experience in new business development, market expansion, and sales leadership. He spent six years at the UWI-Institute of Business (now the Arthur Lok Jack Graduate School of Business) working in business development, programme management, and management consulting. He has also led sales efforts at major regional financial institutions including CLICO and Sagikor.

A Certified Trainer for over 10 years and a registered financial consultant with the International Association of Registered Financial Consultants (IARFC), Mr. Rollocks provides Financial and Business Planning services to individuals, NGOs, and organisations across the public and private sectors.

Core Focus Areas: Business Planning, Strategic Planning, Proposal Writing, Project Management, Leadership Development, Financial Planning

ANDREA ROCHFORD | Associate Consultant



Andrea Rochford brings 26 years of experience in IT systems implementation, combining her Computer Science degree with practical accounting knowledge. A certified Project Management Professional (PMP), she has been integral in delivering systems across the financial, manufacturing, service, and government sectors. She holds certifications in SAGE, QuickBooks, Xero, and Priority ERP Software.

Notable Clients: West Indian Tobacco Company, Port Authority of T&T, T&T Securities Exchange, Edward Beharry & Co., Housing Development Corporation

Core Focus Areas: IT Project Management, ERP Implementation, Business Intelligence, E-Commerce, Computerised Accounting

ALANA CORBIE | Associate Consultant



Alana Corbie has over 29 years’ experience in Marketing, beginning as a Market Analyst at Market Facts & Opinions Ltd., followed by 8 years at Lever Brothers WI (now Unilever Caribbean) as Brand Manager and Trade Marketing Manager. She co-founded AK Insights Ltd. and Corbie-San Solutions, providing marketing and administrative support services. A qualified Total Quality facilitator and Dale Carnegie Leadership graduate, she combines strategic thinking with operational excellence.

Core Focus Areas: Marketing Strategy, Trade Marketing, Event Planning, Logistics Management, Total Quality, Broadcasting

RAVI ROOPCHANDSINGH | Associate Consultant



Ravi Roopchandsingh is a customer-focused, collaborative, and conscientious professional with over 20 years of experience that includes insurance, business process improvement, information technology and marketing. As a technically proficient professional Mr. Roopchandsingh places strong value on building trustworthy relationships and is passionate about client success. He is eager to find an effective resolution with a keen eye for process improvement with a proven track record of producing high-profile projects on time and within budget. Mr. Roopchandsingh brings to clients, local, regional and international experience in the area of Systems Engineering and Project Management having led a diverse range of projects.

Core Focus Areas: Process Improvement, Document management, Job evaluation and job redesign, Implementing companywide hardware and software systems, Designing and delivering company-wide training in new systems. Designing, implementing and maintaining company-wide websites

CLIENT PORTFOLIO

Over the past 8+ years, we have partnered with leading organisations across the public and private sectors. Here are a selection of our clients and the services we delivered.

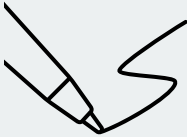


CLIENT	INDUSTRY	SERVICES DELIVERED
BDC / ExporTT	Business Consultancy & Financial Support	Marketing Planning, Strategic Planning, Export Training, Web & Social Media
Fineline Distributors	FMCG Sales & Distribution	Sales Rep Training, Key Account Management
British American Tobacco	FMCG Sales & Distribution	PowerPoint Training, Presentation Skills
Penta Paints	FMCG Sales & Distribution	PowerPoint Training, Presentation Skills
Holiday Foods	FMCG Sales & Distribution	PowerPoint Training, Presentation Skills
Agricultural Development Bank	Agricultural Development & Loans	Team Building, Strategic Intervention, Change Management
Fresh Start Limited	Fresh Juiced Beverages	Sales Training, Leadership, Team Building, Communication
CARIRI	Technical & Business Development	Marketing 101, Market Research, Presentation Skills
J. Astaphans Limited	Dept. Store, Automotive, Supermarket, Hardware	Sales Training
A S Bryden Trinidad	FMCG Marketing, Sales & Distribution	Sales Rep Training, Sales Management
Premier Quality Services	Health, Safety & Quality Consulting	Sales Rep Training
Queen's Hall	Auditorium & Venue Rental	Strategic Plan, Operational Plan, Change Management
Proman Trinidad & Tobago	Energy & Petrochemicals	Organisational Transformation, EAP Assessment
CFTDI	Fisheries Training & Development	Employee Change Readiness Assessment
Seismic Research Centre, UWI	Research & Education	Performance Audit, Change Readiness Assessment

SERVICES AT A GLANCE

Our services span three pillars: Strategic Planning, Sales & Marketing Transformation, and Professional Development. Each can be delivered as standalone workshops or as part of a comprehensive transformation programme.

 <p>STRATEGIC PLANNING</p> <ul style="list-style-type: none"> • Marketing Planning • Sales Planning • Export Planning • Change Management 	 <p>SALES & MARKETING TRANSFORMATION</p> <ul style="list-style-type: none"> • Sales Transformation • Customer Service Excellence • Social Media Management • Sales Rep Training • Key Account Management 	 <p>PROFESSIONAL DEVELOPMENT</p> <ul style="list-style-type: none"> • Time Management • Personal Productivity • MS Office Training • Presentation Skills
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Each Service Pillar can be engaged in three dimensions: Creation, Training and/or Intervention:

 <p>CREATION</p> <ul style="list-style-type: none"> • Blueprint for internal execution • Internal Scan and Discovery • Customized Solutions • KPI's / Metrics for measurement 	 <p>TRAINING</p> <ul style="list-style-type: none"> • Orient Staff • Empower staff to get it done • Provide details on execution 	 <p>INTERVENTION</p> <ul style="list-style-type: none"> • Help getting it done or fixed • Company at a crossroads or crisis • Opportunity is in view
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All programmes are customised to your business. Contact us to discuss your specific needs.

Marketing Management

Build a data-driven roadmap to capture market share

The Challenge

Many businesses operate without a formal marketing plan, relying on intuition rather than data. This leads to unfocused spending, missed opportunities, and difficulty measuring what’s working. Without a clear marketing strategy, growth is unpredictable.

Our Approach

We guide your leadership team through a structured marketing planning process — from company and industry analysis through to budget allocation and contingency planning. The result is a living document that aligns your entire organisation around clear marketing objectives.

Expected Outcomes

- A comprehensive, actionable marketing plan tailored to your business
- Clear understanding of your competitive position and target market
- Defined marketing mix with specific programmes and budgets
- Alignment between marketing spend and business strategy
- A framework for ongoing measurement and adjustment

What We Cover

Company & Market Analysis

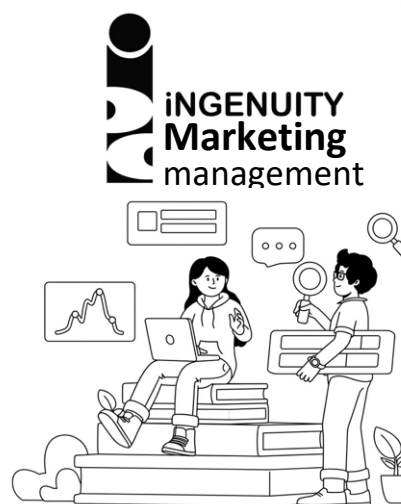
- Company goals, focus, and culture audit
- SWOT Analysis
- Industry analysis: market needs, trends, and growth
- Target market demographics and psychographics
- Competitive landscape mapping

Strategy Development

- Marketing mix (product, price, place, promotion)
- Marketing research programme
- Financials, budgets, and sales/expense forecasts

Execution & Control

- Marketing organisation structure
- Contingency planning
- Strategy-to-expense linkage and performance controls



Sales and Trade Marketing Management

Set targets, forecast accurately, and build a winning sales engine

The Challenge

Disconnected sales targets, poor forecasting, and unclear pricing strategies cost businesses revenue and margin every quarter. Without a disciplined sales planning process, even talented teams underperform.

Our Approach

We work alongside your sales leadership to create a robust sales plan that connects company-level objectives to individual targets, grounded in market data and sound forecasting methodology.

Expected Outcomes

- Clear, cascaded sales targets from company level to individual reps
- Accurate forecasting using appropriate tools and approaches
- Defined pricing and margin strategies
- A structured sales organisation with clear roles and KPIs
- Contingency plans for market shifts

What We Cover

Objective Setting

- Annual company sales objectives
- Targets by sales team and key categories/SKUs

Analysis & Forecasting

- Current sales breakdown and trends
- Consumer and trade customer trends
- Forecasting tools and approaches

Strategy & Execution

- Pricing objectives and margin targets
- Sales strategies (strategic and tactical)
- Sales organisation staffing and management
- Contingency planning



Export Management

Take your products and services to international markets with confidence

The Challenge

Expanding beyond domestic borders is exciting but complex. Companies that enter export markets without proper planning often face costly missteps — from pricing errors to choosing the wrong distribution model.

Our Approach

Our export planning programme takes you from assessing your export readiness through to crafting and executing a market entry strategy, including financial modelling and distribution decisions.

Expected Outcomes

- Clear assessment of your export readiness and potential
- Researched international market and industry insights
- A complete export plan with targets and entry strategies
- An export pricing model that protects margins
- Informed distribution model decision (distributor, agent, or representative office)

What We Cover

Readiness & Research

- Export potential assessment
- Export readiness evaluation
- Market identification and access strategies
- International market and industry research

Planning & Execution

- Crafting export strategies
- Creating the export plan with targets
- Market entry strategy selection
- Driving implementation with regular review cycles

Financial & Distribution

- Export pricing model development
- Distribution model evaluation (Distributor vs. Agent vs. Rep Office)



Change Management

A strategic framework for sustainable organisational transformation

The Challenge

The world is changing on so many dimensions — information overload, rapid evolution, and growing complexity — that organisations struggle to keep up. Change creates both visible tensions and hidden cultural resistance: work/home conflict, top-down vs. bottom-up disagreements, innovation vs. replication tensions, and the gap between vision and reality. Without a structured approach, even well-intentioned change initiatives stall or fail.

Our Approach

IBD has a proud track record of over 14 years delivering change management solutions, with team members holding 25+ years of practical experience. We’ve supported transformations at organisations including Queen’s Hall, Agricultural Development Bank, Proman T&T, CFTDI, Republic Bank, TTEC/PowerGen, and Nestlé — ranging from mergers and SAP implementations to cultural restructuring. Our engagement model addresses change at every level: leadership, middle management, and frontline staff, typically over a 12-month period or longer.

Expected Outcomes

- A managed change process with clear milestones, communication, and sustained momentum
- Improved operational efficiency through management coaching and faster decision-making
- Maximum buy-in and commitment for change at all levels
- Alignment between strategic priorities and operational realities
- A platform for sustained profitability and growth in current and new business areas

What We Cover

Managing the Change Process

- Change milestones and project management
- Clear and consistent communication on progress
- Buy-in, commitment, and momentum building

Improving Operational Efficiency

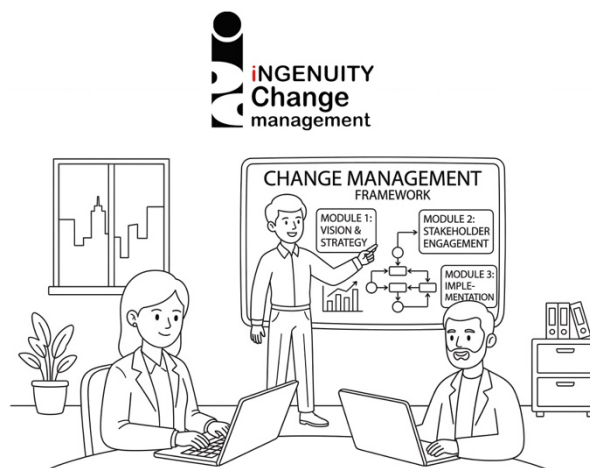
- Management training and change support coaching
- Faster, more efficient decision-making
- Greater reporting and accountability at all levels

Engagement Model

- Monthly management committee strategic support
- Quarterly management meetings (KPIs, comms, performance)
- Staff meetings for feedback, teaming, and change readiness
- Retreats, team building, and targeted staff training

Delivering Key Outcomes

- Unbiased, professional strategic business advice
- Annual plan execution support and image management
- Employee change readiness assessments and performance audits



Sales Team Transformation

Transform your sales culture, capability, and results

The Challenge

A company that wants to grow needs more than better salespeople — it needs a sales-oriented culture, aligned processes, and a team that sees selling as a profession. Many organisations struggle with resistance to change, inconsistent customer experiences, and sales teams that lack structure.

Our Approach

This is our most comprehensive programme, addressing mindset, skills, systems, and culture. We work with your leadership to define the transformation vision, then equip every level of the organisation to deliver on it.

Expected Outcomes

- A clear, shared vision for what the sales transformation involves
- Ownership and buy-in to the change process at all levels
- Defined performance requirements for departments and individuals
- Customer service orientation embedded across the business
- Sustainable cultural change supported by change management principles

What We Cover

Foundations

- Sales as a profession
- The role of marketing
- Communication and customer service skills

Core Selling Skills

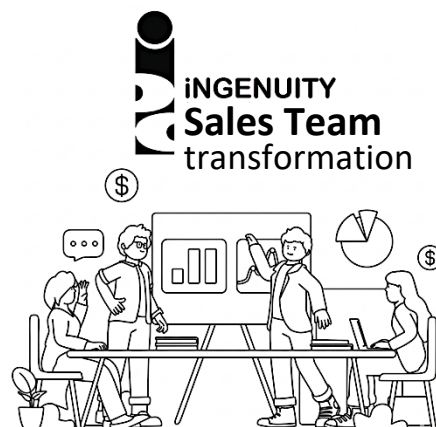
- The art of sales (prospecting to closing)
- Product knowledge: features, attributes, benefits
- Negotiating skills and handling objections
- Persuasion and overcoming rejection

Relationship & Growth

- Customer loyalty and retention
- Obtaining referrals and networking
- Managing key accounts
- Relationship building

Management & Change

- Managing sales performance
- Projecting the right professional image
- Managing change through the transformation



Social Media Management

Build your brand, engage your audience, and drive business through social platforms

The Challenge

Social media is no longer optional — it’s where your customers discover, evaluate, and engage with your brand every day. Yet many Caribbean businesses approach social media reactively: posting inconsistently, lacking a clear strategy, and missing the connection between social activity and business results. Without a plan, social media becomes noise rather than a growth engine.

Our Approach

This programme equips your team with the strategy, skills, and tools to manage social media professionally. From developing a content calendar and brand voice to understanding analytics and running targeted campaigns, participants leave with a complete social media management framework they can execute immediately.

Expected Outcomes

- A documented social media strategy aligned to your business and marketing goals
- A consistent brand voice and visual identity across all platforms
- A practical content calendar with templates your team can maintain
- Ability to read and act on platform analytics to improve performance
- Understanding of paid social advertising and how to maximise ROI on ad spend
- Confident handling of customer engagement, reviews, and reputation management online

What We Cover

Strategy & Planning

- Defining social media goals tied to business objectives
- Platform selection: choosing the right channels for your audience
- Competitor and industry benchmarking
- Developing your brand voice and content pillars
- Building a sustainable content calendar

Content Management

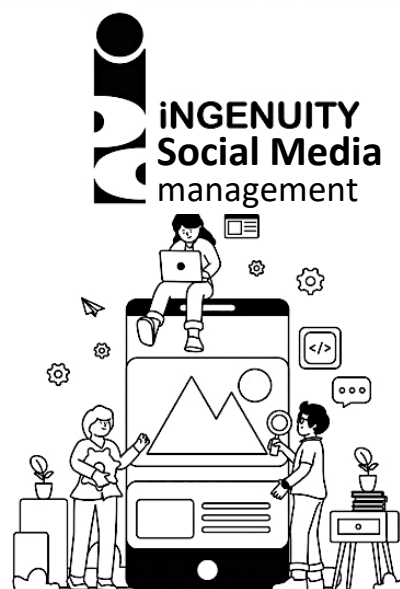
- Tools for content scheduling and automation
- User-generated content and community building
- Managing multiple platforms efficiently

Advertising & Growth

- Use of Paid social advertising (Facebook/Instagram Ads, LinkedIn)
- Audience targeting and segmentation
- Budget allocation and campaign management
- Influencer partnerships and collaborations

Analytics & Optimisation

- Understanding key metrics: reach, engagement, conversions
- Platform analytics tools and reporting
- A/B testing and content optimisation
- Online reputation management and crisis response



Customer Service Management

Turn every customer interaction into a revenue opportunity

The Challenge

Poor customer service is often invisible to leadership but devastating to the bottom line. Customers don't complain — they leave. Teams that lack structured interaction processes lose sales, damage relationships, and miss upselling opportunities every day.

Our Approach

This programme equips your frontline teams with a complete interaction framework — from preparation and opening through negotiation and closing. Participants practise with real scenarios from your business.

Expected Outcomes

- Staff who understand the direct link between service quality and revenue
- Consistent, professional customer interaction process across your team
- Improved closing rates through structured upselling and cross-selling
- Confident handling of difficult customers and objections
- Measurable improvement in customer satisfaction and retention

What We Cover

Preparation

- Customer information and account analysis
- Sales trends, margins, and basic numeracy
- Product knowledge: features, attributes, benefits

Customer Interaction

- Planning with tools checklists and scripts
- Opening the interaction professionally
- Listening, communication, and identifying needs
- Negotiation and handling difficult customers

Closing & Follow-up

- Reviewing negotiation variables and objectives
- Upselling, cross-selling, and closing techniques
- SMART commitments and appointment setting



Strategic Planning

Define where you're going, why it matters, and how you'll get there

The Challenge

Too many businesses operate reactively — making decisions based on what's urgent rather than what's important. Without a clear strategic plan, resources are wasted, teams pull in different directions, and growth becomes a matter of luck rather than design. Leaders know they need a plan but often lack the structured process to create one that the entire organisation can rally behind.

Our Approach

We facilitate a rigorous, collaborative strategic planning process that produces more than a document — it produces alignment. Working closely with your leadership team, we guide you through vision and mission clarification, environmental scanning, goal setting, and the development of actionable strategies with clear accountability. Our process draws on proven frameworks adapted for Caribbean business realities, ensuring your plan is ambitious yet achievable.

Expected Outcomes

- A clearly articulated vision, mission, and set of strategic priorities
- A thorough understanding of your competitive environment through SWOT and PESTLE analysis
- Defined strategic goals with measurable KPIs and accountability structures
- An actionable operational plan that translates strategy into quarterly and annual priorities
- Leadership alignment and organisational buy-in to the strategic direction
- A monitoring and review framework to track progress and course-correct



What We Cover

Foundations & Analysis

- Vision, mission, and values clarification
- Stakeholder engagement and leadership alignment workshops
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
- PESTLE analysis (Political, Economic, Social, Technological, Legal, Environmental)
- Competitive landscape and industry benchmarking
- Internal capability assessment

Strategy Development

- Defining strategic priorities and focus areas
- Setting measurable goals and KPIs
- Resource allocation and budgeting frameworks

- Risk assessment and mitigation planning
- Scenario planning for market uncertainties

Operational Planning

- Translating strategy into departmental action plans
- Creating quarterly milestones and annual targets
- Defining roles, responsibilities, and accountability structures
- Building cross-functional alignment on priorities

Implementation & Review

- Strategy communication and rollout planning
- Performance monitoring dashboard design
- Quarterly strategy review cadence
- Annual strategy refresh process
- Building internal strategic planning capability

Time Management & Personal Productivity

Work smarter, achieve more, and build sustainable high-performance habits

The Challenge

Productivity isn't just about doing more — it's about doing what matters, consistently. Many professionals confuse being busy with being productive, spending energy on urgent tasks while strategic priorities go neglected.

Our Approach

This programme goes beyond time management to address the mindset, habits, decision-making, and technology choices that drive sustained personal productivity.

Expected Outcomes

- A clear, measurable definition of what productivity means for your role
- Improved critical thinking and decision-making skills
- Productive habits built around what's important, not just urgent
- Effective use of productivity tools and technology
- A holistic approach linking wellness to performance

What We Cover

Foundations

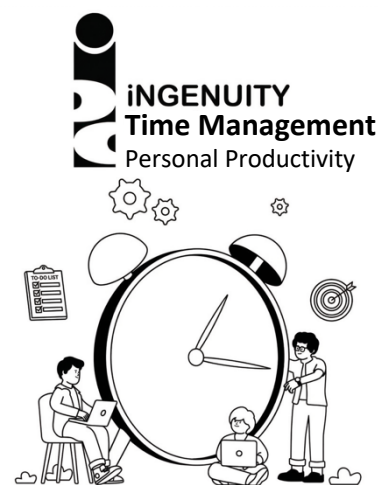
- Productivity defined and measured
- Five ways to improve productivity
- The productivity mindset
- Daily time log and analysis
- Time-Management Behaviours Matrix
- Time Management Styles assessment
- Timewaster identification and elimination

Skills & Tools

- Decision making and critical thinking
- S.M.A.R.T. goal setting
- Productivity accelerators and tools
- Important vs. urgent prioritization
- IT tools and management =- Email, goal tracking, Self measurement

Goals & Action

- Principles of effective goal setting (S.M.A.R.T.)
- Goal setting process
- Personal action plan development
- Total wellness and productivity
- Personal action plan



Office for Business Professionals

Master the tools your business runs on

The Challenge

Most professionals use only a fraction of what Microsoft Office can do. Poorly formatted reports, inefficient spreadsheets, and amateur presentations undermine credibility and waste hours every week.

Our Approach

Our hands-on Microsoft Office workshops are tailored to your team’s actual work. Participants don’t learn in a vacuum — they create real reports, analyses, and presentations relevant to their departments and roles.

Expected Outcomes

- Confident, efficient use of Word, Excel, and PowerPoint
- Professional-quality documents and presentations
- Time savings through advanced features like pivot tables, VLOOKUP, and mail merge
- Real, practical deliverables created during the workshop that participants take back to work

What We Cover

Microsoft Word

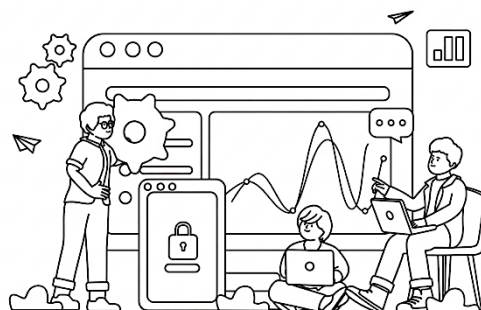
- Document creation and advanced formatting
- Mail merge for communications
- Templates and linking external data

Microsoft Excel

- Formatting, formulas, and functions
- Pivot tables and IF statements
- Charts, graphs, and VLOOKUP

Microsoft PowerPoint

- Professional presentation creation
- Slide templates and data linking
- Advanced animation and file management



Ready to Grow?

Let's build something extraordinary together.

Our programmes form a “Matrix Of Impact”, linking our service pillars and our execution dimensions:

	Strategic planning	Sales & marketing transformation	Professional development
Creation OUTPUT: CREATE STRATEGIES	Strategic plan creation Vision, mission, SWOT, PESTLE, goals, KPIs, operational plans	Marketing & sales plans Market analysis, sales forecasting, pricing strategy, export plans	Programme design Custom curriculum, needs assessment, content development
Training OUTPUT: DEVELOP SKILLS	Strategic management Leadership workshops, change management, strategic thinking	Sales & marketing skills Sales rep training, customer service, negotiation, social media	Productivity & tools Time management, personal productivity, MS Office mastery
Intervention OUTPUT: FIX GAPS	Organisational change Change readiness assessments, performance audits, restructuring support	Sales transformation Culture shift, process redesign, KPI frameworks, ongoing coaching	Team alignment Team building, staff retreats, executive coaching, EAP support

In this way your business can develop new strategies, skills and fix gaps.

Want to add your success story? Let's talk.



CALL 280-8288 | 280-8285
EMAIL consulting@ibdtt.com
WEB www.ibdtt.com

Enhance yourself. Enhance your team. Enhance your business.