

## How AFAM moved from busy to effective

*Compliance-led services · 20+ years in market, structured growth*

### Effective

same effort, more consistent results

### Focused

exited a low-return sector, redirected effort

### Data-led

decisions the team can back

#### THE CHALLENGE

AFAM had operated in New Zealand for more than 20 years with a strong reputation and steady, organic growth, but no real sales or marketing function. As a compliance-led business with few competitors, it mostly responded to demand. When Kieron Telford became Managing Director he wanted to stop relying on organic growth and start taking market share. Early sales and marketing investment showed promise, but without structure the work was inefficient and hard to repeat.

#### WHAT WE DID

Nick embedded in the team and fit his practical, get-it-done style to AFAM's culture. He moved them from isolated tactics to insights and outcomes, doing fewer things better. That meant defining clear verticals AFAM could genuinely win, practical segmentation to focus outbound effort, and using data to weigh effort against return instead of relying on instinct.

#### THE RESULTS

One decision showed the shift. AFAM was winning deals in a sector the data revealed had long lead times and poor retention, so the team redirected effort to sectors with better momentum. The same level of effort began producing more consistent, meaningful results, and leadership gained real confidence in how it pursued new opportunities. AFAM moved from being busy to being effective.

**“Now we understand what drives results and have the confidence to back our decisions.”**

Kieron Telford, Managing Director, AFAM

**Busy but not sure what's actually working? The fix is structure: clear focus, and data you can act on.**  
[Let's talk.](#)

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