

Case Study: Accelerating Market Adoption

Value Proposition Optimization & Sales/ Marketing Empowerment



The Challenge

A leading global company wanted to optimize its customer value proposition and generate sales/ marketing empowerment tools to communicate a clear, compelling, differentiated value proposition and win more deals. The company operates in many industries globally and needed focused approaches for several verticals, such as Health Care, Transportation, Finance, Government, Education, Hospitality and Retail.

Project Objectives

- Optimize customer value proposition
- Recommend product/ solution improvements
- Develop clear, compelling, and differentiated messaging
- Arm Sales & Marketing with enablement tools to increase demand and close more deals
- Create focused approaches and materials for multiple industries



Our Approach and Work

Frost & Sullivan reviewed the company's existing materials and conducted interviews with the company, value chain partners, customers, and competitors to understand pain points, capabilities, differentiation, needs, preferences, perceptions, buying behaviors, etc. Frost & Sullivan also leveraged our existing research and best practice expertise in each of the target verticals. These insights were then analyzed to formulate recommendations for improving products/ solutions and customer messaging. Recommendations were reviewed collaboratively with the client for alignment and prioritized with an actionable roadmap. Then, we developed sales/ marketing tools including presentations, battle cards, client case studies, top sales win themes, and other support materials. These items were specific to each vertical, and included tools for both client and internal use to maximize success.



Outcome and Business Impact

The project resulted in a powerful combination of recommendations to improve products/ solutions, optimize the customer value proposition and messaging, and empower Sales/ Marketing with tools to win more business in each target vertical. Resulting recommendations and materials were well received internally and by target customers, and the company has experienced increased sales and brand recognition.