



## CASE STUDY : SALES ENABLEMENT PROGRAM

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*"Thanks for your quick turnaround on this analysis for us. After the dust settled on our spinoff, we started to realize just how far behind the competition we were. Your analysis added to our confidence in our allocation decisions and the battle card was a great suggestion."*

**CEO and Chairman**

### Situation:

A provider of transaction processing technology and services had experienced significant disruption in its industry due to regulation changes associated with Dodd-Frank and other similar compliance legislation. The result was new competitors with different capabilities entering the space and changing how customers were buying. Our client needed to stop the bleeding by exposing the weaknesses of these competitors while buying time to get its own investments in place and catch up to these more nimble competitors.

### Solution:

Line of Sight Group (LoSG) conducted a deep and intense analysis of these competitors and what their customers valued to understand the unique strengths and weaknesses and how they positioned themselves in the market. We created two sets of deliverables. First, an objective analysis of the technology, processes and capabilities these companies were using. Secondly, a set of sales tools that could be quickly distributed to the sales force as ammunition in defending against these competitors.

### Benefit:

The client immediately integrated the broader analysis into its strategic planning and used it to confirm its own investment and development strategy. The sales materials and accompanying training materials were distributed to the account



management team who immediately began using as the basis for a defensive communication strategy with its existing customers. Enough 'fear and doubt' was experienced by customers to retain them long enough for our client to introduce its own set of upgraded solutions.

