



CASE STUDY :

SALES ENABLEMENT PROGRAM

"I just wanted to drop you a note to acknowledge the exceptional report you prepared for us. The report addressed all of the questions I was hoping it would and gave us tremendous insights into this category. It will help to support our go-forward decisions about insourcing versus outsourcing and the development considerations."

-Chief Product and Strategy Officer

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 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 conducted a deep and intense analysis of these competitors and what their customers valued to understand the unique strengths and weaknesses of these competitors 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, and second, 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 material were distributed to the account management team who immediately began using it 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.