



## CASE STUDY :

# Grow With Content-based Sales Enablement

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*Line of Sight's knowledge/expertise of the financial services industry assures me that we are receiving the best care, quality information, and insights -- I don't believe we could achieve this level of expertise and project execution elsewhere.*

**-Chief Marketing Officer**

### Situation:

A large finance company offers consumer loans through a network of distributors and faces constantly shifting interest rates and incentives offered by its approximately 30 competitors. Rather than a threat, this volatility is viewed as a sales opportunity by our client's senior leadership team whereby - given timely, accurate and actionable data - the sales team can selectively penetrate existing customers and acquire new ones by offering better terms than the competition.

### Solution:

Line of Sight Group has customized a systematic intelligence program utilizing a network of analysts assigned to monitor each competitor and the changes in its finance offer. The analysts centralize and standardize the data in massive spreadsheets, and then use big-data analytics to compare and summarize it both longitudinally and by competitor into actionable recommendations. The final action items are carried into the field by sales people who know exactly which competitors are vulnerable, which distributors to target and which of their offers are better than the competition.

### Benefit:

Last year was the sixth year that Line of Sight's program has been in place for this client. In the meantime, our client has grown its customer base by 7% CAGR and last year it added 750 new active distributors (+5%). Of course Line of Sight's program is only a small part of this success. However our client estimates that if it accounted for just 1%, the incremental revenue enabled by the program would be "over \$1 million" and a profit-based calculated ROI of over 12 to 1.

