



CASE STUDY : GROW WITH CONTENT-BASED SALES ENABLEMENT

“The output of this competitive intelligence study was instrumental on many levels to the future direction of [our] flagship product. Steve and his team have been performing this challenging work for several years. The output is consistently of the highest quality and the LoSG team is incredibly responsive to project modifications.”

**Director, Market Research
Financial Services**

Situation:

A large consumer finance company offers lending 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. Given timely, accurate, and actionable data, the sales team can selectively penetrate existing distributors and acquire new ones by offering better terms than the competition.

Solution:

Line of Sight Group (LoSG) established a systematic intelligence monitoring program by creating a network of analysts assigned to each competitor. The analysts centralize and standardize the data in massive spreadsheets, and then use big data analytics to compare and summarize it both longitudinally and comparatively 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 superior to the competition.

Benefit:

LoSG’s program has been in place for this client for over eight years. In the meantime, our client has grown its customer base by 7% CAGR and last year it added 750 new active distributors (+5%). While LoSG’s monitoring program is only a small

part of the overall success, our client estimates that if it accounted for just 1%, the incremental revenue enabled by the program would be “well over \$12 million” and a profit-based calculated ROI of between 20 and 30 to 1. (i.e., every \$1 invested in research returns \$20 to \$30 in profit).

