

# SITUATION

A global designer and manufacturer of precision power conversion, measurement, and control solutions launched a new medical division. Leadership was struggling with how to prioritize their sales resources. Where is the best fit? Who are the buyers

within our large prospects and where are they located? Which smaller prospects represent opportunities? Which adjacent markets should we consider? How do we stack up against our competition?



# CASE STUDY: NEW BUSINESS DEVELOPMENT

## SOLUTION

Line of Sight quickly set up a market intelligence dashboard and gathered insights on large prospect account buyers and influencers for the sales force to use. Analysts also created market landscapes to prioritize potential smaller prospects and scouted adjacent markets where the client's technology would give it a competitive advantage.

*"Steve, I just want to highlight this is incredible insight. Can we add others to the weekly distro list? Rachele, the [prospect's name removed] acquisitions mentioned last week in your report as well as their partnership with [name removed] on robotics is big news. This is a great find!"*

- Director, Strategic Marketing

## BENEFIT

The insights helped the sales force focus and build relationships with the right engineers and decision makers early in the prospect's design process. Management identified and quickly penetrated an overlooked market segment. Additionally, a market intelligence program was introduced to the broader organization.



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