

SITUATION

A large auto finance company offers lending through a network of distributors and constantly faces shifting interest rates and incentives offered by its competitors.

Rather than considering this a threat,

this volatility is viewed as a sales opportunity whereby - given timely, accurate and actionable data - the sales team can selectively target existing distributors and acquire new ones by offering better terms.

CASE STUDY: DATA DRIVEN SALES ENABLEMENT



SOLUTION

Our intelligence program includes Line of Sight analysts who standardize the data and analyze it longitudinally and comparatively into identified opportunities. The actionable items are then used by the sales force to identify which competitors are vulnerable, which distributors to target, and which offers are superior to the competition.

"The output of this market intelligence 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 LoS team is incredibly responsive to project modifications" - Director, Market Research, Financial Services

BENEFIT

In the eight years the program has been in place, our client has grown its customer base by 7% CAGR. Executives estimate that the new revenue generated annually is "approaching \$5 million" with an ROI of between 90 and 100 to 1. (i.e.: every \$1 invested in research returns \$90 to \$100 in new revenue).



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