



Case Story:

Engineering company *reinvents its sales strategy and marketing media* to prosper in a changing marketplace.

SCENARIO:

A global engineering company with products ranging from airport construction to waste management needs more visibility into their supply chain so they can improve their sales approach and ability to effectively reach their buyers. They use 21 Day Story™ to get there, fast.

DEFINE:

Data from the company's supply chain makes it clear that changes in the buyer landscape is causing a misalignment with the market. The company's dramatic challenge, as defined by participants in 21 Day Story: purchasing decisions have moved from technical hands of engineers into the hands of general contractors, who tend to be less informed technically than engineers, and make buying decisions based on a different set of criteria.

EXPLORE:

Participants explore different perspectives and approaches to solving the problem, and arrive at the theme of 'A New Buyer, A New Way.' Proposed solutions include the creation of new marketing messages and media to more effectively empathize with and address the needs and concerns of general contractors; a geographic element added to sales strategies; and greater frequency of communication with existing customers.

RESOLVE:

Testing the proposed solutions against the business objectives and constraints results in a roadmap for producing new marketing messages and collateral that is more aligned with sales efforts in the field, and is more inclusive of general contractors. The roadmap includes criteria for more effective selling, more frequent customer communication, and geographic variations in the company's sales and marketing. Thus far, execution of their roadmap has resulted in 25% sales growth over the past 12 months.