

# Reinventing A \$6bn Business to Win Back Market Share



## Our Client

Our client was a major national networking and communications provider earning \$6bn in annual revenues. They had grown quickly and had achieved a successful stock market floatation as the only supplier of a range of communications solutions for both commercial businesses and residential properties.

### INDUSTRY

**NETWORKING SOLUTIONS**

### LOCATION

**USA**

### SERVICES PROVIDED

- Innovation
- R&D
- Product Development
- Marketing & Communications



## The Challenge

The business was struggling to keep up with their competitors who were adopting highly competitive and disruptive marketing strategies to gain market share. The services the firm had been providing were also changing and competitors had been quick to start selling alternative solutions to our client's customers.

Our client needed to find a way to start to regain market share – they contacted us having heard about our track record of success supporting firms to achieve incredible results and revenue improvements.

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*We had perhaps become a bit complacent, growing our business with a captive audience.*

*We were not sufficiently agile when the market changed. Our competitors are really aggressive, so it was important to bring in some expertise to help us catch-up before it was too late.*

## Our Solution

The firm had been using technology as a powerful efficiency increasing tool; now it was time to double down on doing the same thing internally.

It was also important to recognize that while the firm was still a communications brand, the world was changing, and they needed to plan to shift their position to become a software services specialist to maintain brand relevance.

In the short-term the client needed to invest time and capital into the development of high-quality software tools which would help the firm to catch-up with competitors who were already in this space, so that they too could become a disruptor.

We then needed a way to improve sales by repositioning the marketing strategy to deliver improved revenues.

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***We really needed some innovative solutions and Nathan delivered. IT was a pleasure working with him as he spent time learning about our business, evaluating solutions, and working with us to make business critical decisions.***

## The Results

I was able to get the business to embrace change, shifting from a “one person does 10 things” to greater internal specialization, with measurable results within each role.

Working together we restructured internal activities, with departments for each element of the sales process: leads, screening, scheduling appointments, discovery calls, demos, and closing.

As a result, we have now identified the best closers in the business and put them on a schedule of 25 meetings a week instead of 1-2 a week, massively increasing the sales revenue.



*For over 15 years, I've helped all kinds of B2Bs figure out what's bottlenecking their sales, what they're doing wrong, and what we can do together to get their sales to new heights.*

*From showing big organizations how to do sales right to showing small companies how to hire for value (and not for headcount)... I've helped over 50 B2Bs do the impossible.*