

# Tripling the Price to Acquire More Customers



## Our Client

Our client was a leading fixed-wireless broadband provider offering high-speed data, VoIP and security solutions for businesses in the U.S.

**INDUSTRY**  
**COMMUNICATIONS**

**LOCATION**  
**USA**

**SERVICES PROVIDED**

- Brand Strategy
- Marketing & Communications



## The Challenge

Our client had created an innovative service delivery model which bypassed the “last mile” providing a service called “fixed wireless” where the internet connection was beamed from a radio tower or roof of a tall building to the surrounding areas. This solution had been developed at a time when fiber speeds were still not widely available and could cost up to \$20,000 for installation.

Our client had pioneered a solution that achieved fiber speed at a fraction of the cost, (starting at \$90 per month), but nobody seemed to trust it because it seemed too good to be true. They needed to find a way to build brand reputation and consumer trust to convert potential interest into sales.

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*With such an innovative and affordable solution to an otherwise costly investment, we just didn't understand why our solution was struggling to gain traction in the marketplace*

## **Our Solution**

Working with the senior team it soon became clear that one of the issues was price – the services seemed too cheap, so we increased the price. This was the only way to convince potential customers that there wasn't a catch.

The reality was that no-one else could provide this service, so we developed a strategy to reposition the brand as a high-end service provider. We then developed marketing communications which compared the service to the cost of fiber construction projects.

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***Working with Nathan One was a great experience – he really understood our business and then worked with us to create innovative solutions.***

***His approach completely changes the way we were looking at the challenges we needed to address.***

## The Results

Our work with our client delivered significant improvements in revenue generation – through both increased sales and through increasing the cost of the service so that it was seen as a great value alternative to fiber, while being seen as a high-quality solution. The increased price clearly helped reinforce the sense of trust.

The new marketing and communications strategy we developed also allowed the marketing team to focus on more specialist activities which led to increased operational efficiency.



*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.*