



Case Study Extreme Reach

Sales Acceleration & GTM: Extreme Reach

Objective: Turn-around of the business in multiple European markets of a globally leading ad-tech firm. Development and implementation of growth strategy. Development of a GTM plan for a new product suite. Grow revenues and customer profitability, expand market share.

Challenge: Company was hit unexpectedly by a new aggressive competitor introducing a new product suite with great UX, combined with a low-price strategy (50% below market price). Sales teams were operating in silos without joint strategy and consistent sales operating model. Sales reporting not allowing any visibility on sales performance, profitability of customers and red flags related to churn risks. CRM (Salesforce) used in an inconsistent manner and not set-up to support sales success and empower the team to make data-driven decisions.

Approach:

- Implement immediate actions to turn around the business.
- Introduce new value-based pricing strategy to differentiate from price-aggressive competitor and increase customer profitability instead of lowering prices.
- Restructure existing business, teams and operating models.
- In-depth product-market-fit analysis of product portfolio, leading to a change of product, pricing and market strategy.
- Introduce data-driven sales, new KPIs and processes.
- Empower sales teams through intense sales and product trainings.
- Streamline CRM, implement new Salesforce features and reports.
- Implement new performance reporting structure.

Result:

- Turnaround of the business in ailing markets within three months.
- Expansion of market leadership position while keeping prices 100% above disruptive competitor.
- Outperformance of all Go-to-Market KPIs for new product suite.
- Increase of lead generation, conversion and win rates, grew pipeline and number of new customers by 3X.

