

# CASE STUDY

## X RAY VISION

### The problem

A niche consulting firm contacted me to talk about their sales and marketing, specifically, they wanted their website to produce more leads. The more we talked, the more challenges came out:

- Their target prospects are hard to get to (product managers at large pharmaceutical companies)

- Their projects are large six figure projects

- They didn't want too much new business because it's hard to ramp up

- They lived in fear of losing existing projects because of their sunk costs

- The owner is intimately involved in each project

- And no one has any time for marketing, too busy

He wanted to know, could I help?

### The solution they could live with

I went to work, assessing their current state and getting a stronger definition of what a successful outcome was going to be. I dug through their current materials, their current processes and their current clients.

As I did this, an unusual pattern began to emerge. It started on LinkedIn when researching the target prospects. Every time I typed one of these titles in, they popped up on the screen as my "second degree" connection. You know how LinkedIn does that right? The people you're connected to are first degree - all the people they're connected are second degree and their connections are third degree. Well, these people were showing up as second degree but I didn't know that many people in the pharmaceutical industry. That wasn't normal.

I brought this up to him. He said, "Oh yes, I'm highly respected in this space. That you're seeing me all over LinkedIn wouldn't be unusual."

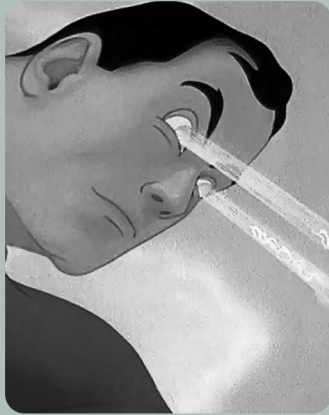
With that insight, I had enough information to start. The staff could commit to a monthly newsletter and a single yearly position paper. We would deliver the content via email newsletter starting with their LinkedIn contacts.

### The result

The results were dramatic. Within months they started getting insider information on product changes and industry developments. They found new projects months before RFPs came out. They learned about changes inside their largest clients that put existing projects at risk. They found a veteran business development representative looking for a new opportunity. It was like having x-ray vision into their project flow. This new activity and their new contacts even allowed them to expand into a new city.

Most importantly, they did all of this without disrupting their current workloads, making it part of their regular activity.

Due in part to my insights, we found their natural fit and the new activity transformed their business.



### IN BRIEF

Consulting Firm wants more sales opportunities.

My unique insight is that they are unusually well-connected in their market.

Designed a program to keep them in front of prospects.

Opportunities are up significantly.