



## Case Study

**Sector:** Software Development

**Assignment:** Identification of Core Values, Common Core Purpose, & Vision & application to Sales & Marketing

**Period:** 2008-2010

### Background:

A well-established specialist software company with a global sales footprint wished to review its market positioning, degree of product differentiation & pricing in preparation for a major sales strategy

### Assignment:

- To assess the organisation's core values
- To establish its common shared purpose & vision
- To assess competitor positioning, products & pricing
- To applying the findings to the development of a differentiated sales & marketing strategy
- To test market the approach in discrete sectors
- To encourage product trialling

### Methodologies:

- Use of various cultural & values measurement & review methodologies to establish subtle alterations in the organisation's values through maturity of the business
- Interactive workshops with client & stakeholders
- Research amongst the user base & lapsed users
- Review of competitor products, communication materials, & websites
- Feedback loops

### Outcomes:

A successful review of the organisations core establishing a strategy for Brand development leading to improved positioning, communications, & pricing structures informing how the sales strategy should be developed

The subsequent application of the strategy to the sales pipeline substantially increased product trialling leading to increases in revenue growth & performance