

Money In Your Pocket

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A few years ago, the high tech consulting firm I worked for closed its doors. At the same time, many other firms were either laying off significant portions of their staff, or at the very least, consolidating their positions - growth was not on the table. Survival was, and may still be, the name of the game. The poor economy, slow consulting engagement sales and the high cost of doing business forced firms who once were willing to back fill for losses to cut bait.

When times were good, Market Research Departments were constantly busy juggling projects, proposals and presentations. It seemed that every time we demonstrated the payback from market research to a customer, they would open their checkbooks, sign up for the next project and often agree to be a reference. This all changed with the "down turn" in the economy. Research that was once a 'need to have' is now only 'nice to have' - and budgets today are not supporting nice to have line items.

Companies know that they need to continue their market research efforts. So, during these difficult economic times, they talk to research firms or interview candidates and listen to fresh ideas and approaches to difficult research challenges. They need, now more than ever, to understand how the market has changed and learn how they should change their marketing messages, service offerings and product features. They want to explore how to sell their products more efficiently, and most of all they need an independent third party to validate their marketing plans. However, when all is said and done, companies today feel they just cannot afford to do the research, or hire a seasoned market research team. They just can't seem to justify it in today's economy.

But what if Market Research really did Equal Money in Your Pocket?

Consider this:

- What if instead of "conducting market research," you "amassed business intelligence?"
- What if instead of "identifying niches for your products and service," you could "locate the buyers for your products and services?"
- What if instead of "spotting market trends" you could "identify exactly what you need to do to close business today?"

But what if Market Research really did Equal Money in Your Pocket?

Market research is way to:

- Understand where you need to focus your business
- Shorten your sales cycle
- Generate revenue

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Our Services

Sales



Our goal is to understand your specific sales needs. Whether it's hitting your quotas or engaging with your ideal prospect – we are here to keep you on track.

Marketing



Our specific demand generation and nurture programs are set in place to keep your buyer engaged at every point of the sales cycle. Stay in touch with your prospects via digital,

Research



Do you understand your target audience? What are the trends impacting them? Can you quantify the issues? Do you need hard data and answers to tough questions? We do that.

Technology



We specialize in Salesforce.com CRM and Pardot marketing automation consulting. If you need better contact or opportunity tracking, nurturing, scoring and analytics, we can show you how.

Market Research does Equal Money in Your Pocket - A Success Story

Due to privacy concerns we can't share the name of the company, but we can show you how a Market Research Team helped them rediscover their market and emerge successful after a hefty downsizing.

Acme Corporation had been downsizing their company. Their marketing department, once a team of 25, was now a team of 12 people. Market Research budgets were cut significantly and product development efforts were stunted. Acme's Marketing Director realized that the lack of business intelligence was creating significant problems for the sales force. Closing business was getting more difficult, not only because of the economy, but because companies were lacking industry knowledge. Acme's markets were fundamentally changing during this transition, from a good economy to a bad one, and they began to realize that they didn't understand their business anymore.

They decided to re-launch a Market Research effort. They contracted with an outsourced market research company to develop a comprehensive plan and determine what had changed. The team examined current secondary research available about their market, competitors and industry. They provided a list of "lost sales leads" and prospects for their products. The team then designed and implemented a research approach that allowed Acme to understand why they were losing sales and what needed to be done to dislodge competitors. The research even identified that some of the companies had never made a purchase at all. Acme was able to get back into these companies for a second chance at closing the business. This "market research" actually produced leads for the sales team to follow-up.

Market intelligence describes what is driving new business today, provides a better understanding of why business is being lost and brings insight into your competition's customer base and leads. That sounds like money in my pocket!

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