



CLIENT SUCCESS CASE STUDY - CONSTRUCTION SOFTWARE START-UP



Situation Analysis

A new start-up, a division of a 100-year-old earth excavating firm, saw the need to re-energize its industry with a series of software products to solve every day excavating problems. SGA was called upon to build a sales and marketing plan, for which the new firm's staff lacked the expertise.

SGA's Work

- SGA served as a Management Consultant to the business and Executive Advisor to the CEO.
- Studied the new software products and developed a comprehensive Sales & Marketing plan.
- Set the strategy to introduce the company and its four product brands to a marketplace where they are completely unknown; the plan included:
 - Purpose, Vision and Values development for the new umbrella company brand.
 - Core competencies.
 - SWOT analysis.
 - Brand communications strategy, including brand slogan & tagline, elevator pitch, and comprehensive media plan.
 - Brand & product strategies for three of the four software products that have been designed thus far (4th is in the wings).
 - Sales territory creation & sales process.

Key Results

- Delivered a comprehensive 76-page Sales & Marketing plan on-time and on-budget.
- Weekly calls to show progress of the plan development coupled with dialogue/discussion with the team while in development.
- On-site sales development plus sales agility assessment conducted, leading to recommendations.
- Carrying out SGA's recommendations, the company has hired a full-time marketing professional as well as a marketing intern.
- The marketing professional and the CEO are initially acting as the sales team.
- Other personnel to be targeted for hire as budgeting and sales growth scale.