



CLIENT SUCCESS CASE STUDY - PRICING STRATEGY BUSINESS



Situation Analysis

A small pricing strategy consulting company had a solid reputation, but was experiencing fewer clients and was not growing. This was despite a stellar reputation for showing clients how to best structure their customer pricing for maximum profitability using AI-based techniques. The company was marketing itself via frequent speaking engagements, a book and periodic articles. SGA was engaged to build a robust sales and marketing plan that would expand these existing efforts.

SGA's Work

- By means of intensive in-person and on-line interviews with the company's CEO, SGA gathered and analyzed data on the company's history, philosophy, market reputation, and go-to-market strategy.
- Based on this data, SGA built a comprehensive sales and marketing plan, which was then presented to the company's personnel.
- The plan included a situation analysis, competitive trends, impediments to growth, purpose, vision, and values, core competencies, ideal client profile, positioning strategy, branding & messaging, using emotional triggers, researching the company's own results, promoting first & educating second, educating in chunks, using "small" as a competitive advantage, employing stories to simplify complexity, building a consistent pricing lexicon, refining the sales process/prospecting to close, email drip campaigns, LinkedIn campaigns, outbound selling, trade associations and target groups, and more.

Key Results

- The plan was presented to company personnel, with favorable reactions.
- The company's changes and results will be monitored for follow-up as needed as plans are implemented based on timelines and budgets.