

This new CEO was given the mandate to re-start a struggling company and build shareholder value. The company had lost money for several years. His goal was to energize the team around a more targeted market strategy and to build the brand by delivering customer-focused solutions-based offerings.

The company initially engaged Connor Bates, Inc. to help create the go-to-market plan, but quickly expanded the relationship to include process facilitation, qualitative research, sales and marketing support, and executive coaching in developing new opportunities.

## **Go-to-Market Strategy, Action Plans & Content Re-start a Struggling Company**

*A Connor Bates Action Report*

According to the CEO, “The company was very fragmented at the time Linda got involved. We had a vision that was compartmentalized to the Human Resources arena of human performance that wasn’t big enough for this company.”

Linda Brackett, president of Connor Bates and its chief strategist, worked with the executive team over a 9-month period to assess the organization’s current state, identify the core competencies it could apply to win new opportunities, and develop actionable plans to execute the new strategy. With her background in training and development, customer-relationship management markets, and Web-based technologies, she quickly identified the company’s unique value proposition and helped it attract new partnerships while building the internal capacity for growth.

The CEO continued: “Linda not only brought in market knowledge, but also provided the transition for us to move the company forward. We had a much better grasp of the need, opportunity, solution, and value proposition.”

*“Linda helped our team understand how they could take their capabilities and core competencies and address them in new and larger markets than we had originally thought.”*

– CEO



*"The pull through with Linda was measurable. It made it easy for me to articulate a message to the investment community and made it possible for me to reach out and access investors we wouldn't have had a chance of attracting otherwise."*

– CEO

## Business Objectives

- Re-start a struggling company with a solutions focused strategy
- Establish a more strategic opportunity around customer value
- Create the Executive Summary and go-to-market strategic plan to attract partners and investors

## Connor Bates' Solution

- Create alignment among the management team on a company vision, goal, mission, customer definition, and value proposition
- Facilitate decisions around the company's strategic intent, solution definition, and brand definition
- Identify and qualify relevant high-value vertical markets for the solution
- Recommend and help execute targeted marketing, PR, and sales campaigns
- Assist in positioning the company with potential investors, strategic partners, and key customers

## Results

- A clear, coherent articulation of the company's opportunity and strategy
- An executive summary and marketing plan to re-launch the company
- Messaging for corporate collateral and case studies
- A repeatable process for maximizing sales and marketing campaigns

## Impact

- \$2 million in a first round of funding
- Key strategic partnerships signed
- Major global companies as clients
- Returned to profitability within one year

*"Sales implemented a lot of Linda's recommendations, allowing them to go into existing accounts and get further annuity as well as reach out and get new business."*

– CEO



Connor Bates is a hands-on consulting firm that collaborates with business-technology executives to assess market opportunities, set clear strategic direction, and bridge strategy with execution during critical stages of growth. The firm provides strategic go-to-market planning, proprietary research, executive coaching and program-development services designed to facilitate action tied to corporate goals and resources.