

## Bennett Frank Associates - Case Study



### Regional Education Services Provider

#### Problem:

A technology-based provider of specialty education services was experiencing uneven growth. Their marketing efforts were minimal and their small sales team was grappling with which prospects to pursue. To produce consistent growth and ensure success sales efforts, the company needed to:

- re-examine their target clients
- update their value proposition to align with their target clients' needs
- execute a go-to-market (GTM) plan to generate demand for their sales team

#### Solution:

In early 2017, I was engaged to them develop a growth plan. Through a series of bi-weekly strategy sessions with the CEO and sales VP, we:

- reviewed their target market segments
- identified and prioritized target clients
- strengthened their value proposition and developed a GTM plan

Execution of the GTM plan began in mid-2017.

#### Results:

By the end of 2017, the company achieved year over year revenue growth of 30% and EBITDA increased by 40%.

#### Impact:

As the company added new clients and revenues increased, they enlarged their marketing efforts and added staff which increased client retention. Their new owners are delighted with the company's performance and long term outlook.