

Marketing Collaboration-on-Call™: A Case Study

Client Background:

Logimethods is a consulting firm providing Enterprise Architecture, Enterprise Integration and Business Intelligence services. A newly hired Practice Director, formerly an on-site process consultant with a large company, was bringing in an additional offering based on her expertise--Pragmatic EPM, a blended methodology that uses leading practices from strategic alignment to implementation of solutions.

Key Needs/Values:

Working remotely for a small international business with responsibility for sales enablement but without a CMO's leadership or marketing department's support, the Practice Director saw the value of strategic marketing expertise, collaboration, and outside perspective. Tracy Diziere and Associates (TDA) was engaged to prepare to launch the new Pragmatic EPM offering, including internal rollout via sales enablement efforts. "I needed to prepare for a sales enablement meeting and I wasn't even sure what that meant," stated the Practice Director. "I was pretty much on my own. I had the material but didn't know how to organize [it] from a sales point of view."

The Marketing Collaboration-on-Call(TM) Solution

Via a flexible, budget-friendly retainer arrangement, TDA provided in-person, phone and email marketing consulting and support over a period of 1.5 months on an ad-hoc basis. This approach allowed for maximum flexibility in responding to changing priorities, as opposed to a project-based engagement, which would be limited by scope.

Applying knowledge from prior B2B software marketing and sales support functions, TDA helped clarify the intended market and recommended sales enablement materials as well as provided education and tools around SMART goal and white paper development. According to the Practice Director: "Tracy knows how to provide sales enablement support so in very collaborative sessions, we worked together to create the presentation as well as cheat sheets, key words, and [sales] questions to ask."

Results:

- Solid go-to-market strategy based on prospective client needs
- Clarity around what marketing collateral to use for what and why
- Collateral needed to go to market, including a white paper and one-pager
- Internal tools, processes, and presentations for sales enablement
- A more focused approach to sales and marketing



Client: New Practice Area Director within a Multinational IT Consulting firm

Needs: Internal rollout of a new offering via a well-received sales enablement presentation and materials

Reason for hiring: "I have worked in a volunteer organization with Tracy and knew she had expertise in this area. I had been impressed by her work and attention to detail. I knew I needed help. I know the value of working with experts, team work and facilitation."

Results:

- Established the model for companywide sales enablement efforts
- Provided the benefits of Pragmatic EPM to the sales force
- Increased the sales force's knowledge of when and how to promote Pragmatic EPM
- Clearer vision of the ideal clients (and their needs) throughout the organization