

### PRACTICE AREA:

## Market and Channel Strategy



Real growth is realized when excellent products, solutions and services are positioned properly in the correct markets and combined with an effective go to market channel strategy.

Northpoint has a full range of services designed to assist our clients in selecting the correct markets to target and determining the most effective go to market and channel strategies to access their target customers.

Our market and channel strategy services typically include:

- Market segmentation studies
- Portfolio and landscape reviews
- Market and channel coverage analyses
- Pricing analysis and comparative value research
- Go to market assessments

The Northpoint team will help you answer all the right questions to determine the most effective market and channel strategy for your organization.

- What markets and customer segments provide your greatest opportunity for growth?
- What are your customer's pain points and how do your products, solutions and services eliminate the negative consequences and lead to positive business outcomes for your customers?
- How do you assess the competitive landscape in the markets where you compete and what are the most valuable elements of competitive differentiation for your offerings?
- For your identified markets, what is the optimal go to market sales and channel strategy to reach your targeted buyer personas?

When you partner with Northpoint, we work collaboratively with you to address these questions and turn the answers into practical, real word market and channel strategies on which you can execute and drive quick lift revenue growth.

### SUCCESS STORY

#### **Situation:**

A distributor of capital equipment was losing share in key markets and needed to recapture market share and to grow revenue.

#### **Challenge:**

The client had a sub optimal value proposition with the targeted channel partners and end customers.

#### **Solution:**

Northpoint developed a 6-point market attack plan that centered on dealer recruitment and streamlined sales focus on the 15% of the portfolio that delivered 90% of revenue. Northpoint also analyzed and restructured the client's marketing process.

#### **Results:**

- Sales of the primary product lines increased 28% in the next fiscal year.
- Stocking and carrying costs were reduced by 18%.

## ABOUT

# Northpoint Business Advisors



### Revenue Growth Experts

Since 1995, Northpoint Business Advisors has been successfully helping companies of all sizes identify new revenue sources. More than 200 companies have discovered the value of engaging Northpoint to take a comprehensive look at their existing business models and strategies. And we think you should too.

We keep abreast of the latest approaches in business solutions, strategy, analysis and operations. This focus enables us to help you get a fresh perspective on what needs to change to optimize your business for accelerated revenue growth.

We are lean and agile, and experts at creating high-performance, on-demand teams. Once your project needs are identified, we will deploy a team of professionals with the highest level of experience. Our company is made up of direct employees, dozens of associates, and over 50 top-level authorities in varying business fields.

### High-Value Performance

Northpoint maintains close ties with thought leaders, industry analysts, technologists, researchers, regulators, and key executives at leading market firms. We ramp-up quickly and get expert answers and insights fast. Our "outside-in" perspective extends beyond our organization to assure all perspectives are vetted and sound before they reach your team.

### The Northpoint Revenue Growth Commitment

You may be concerned about group think and need a fresh set of eyes to look at your project. Maybe you have a critical project but don't have enough bandwidth on your team to get started. Or maybe you're stuck on a tough problem and can't sort it out. In any case, Northpoint can help. We can be your trusted business advisor and help you and your team achieve successful results quickly and efficiently. That is the Northpoint promise.

### Practice Areas

Northpoint offers a full range of services that will help your organization drive growth:

- Strategic Planning
- Market & Channel Strategy
- Market Entry & Market Research
- Sales Enablement
- Sales Operations
- Innovation Acceleration

### Industry Expertise:

We support our clients across the full spectrum of markets. In addition to our horizontal market expertise, Northpoint provides focused domain and industry expertise in several key vertical market sectors:

- Building Technologies
- Construction
- Utilities
- Renewable Energy
- Healthcare
- Medical Devices
- Life Sciences
- High Technology
- Software
- Water Technologies

**NORTHPOINT**  
BUSINESS ADVISORS

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