

PRACTICE AREA:

Market Entry and Market Research



Logic dictates that the more you understand about your customer, the more you know about your competition and the more new markets you identify for entry... the greater your potential for growth.

As an example, a recent study by the Aberdeen Group indicated the top 20% of best in class Voice of Customer

performance organizations had 10x YOY revenue growth as compared to their peers.¹

Northpoint has the expertise and the resources to help you drive real revenue growth with an excellent combination of market research, customer research and competitive intelligence services. Additionally, our market entry studies are an excellent complement to your strategic planning program to validate any decision support process on new market entry.

We can also help you to innovate more effectively and improve the monetization of your R & D spend. Market research should always be the first step. Our market sensing services will help connect your research and development teams more closely to current market requirements. Northpoint will help you use the research findings to design new products to satisfy unmet demands, explore new markets and build top-line lift.

Our market entry and market research services typically include:

- **Market Entry Analysis:** We help you identify new and adjacent markets that will expand and connect your products, solutions and services to new target customers.
- **Voice of the Customer Research:** Northpoint will perform both qualitative and quantitative research to help you better understand customer demand, preferences and positioning.
- **SIMALTO Research:** We compare a trade-off of features and attributes for a product, solution or service. Think of SIMALTO as “conjoint analysis on steroids.”
- **Competitive Intelligence:** Northpoint has developed an “Inside Track” research methodology that provides your organization with laser focused competitive intelligence on a client prescribed set of targets.

SUCCESS STORY

Situation:

A thin-film solar panel manufacturer needed a revised Go-to-Market strategy to accelerate growth.

Challenge:

This client had potential for growth in renewable energy but needed to understand the most effective path to market. The client’s current products were unique but not effectively connecting to customer requirements in the target markets.

Solution:

Northpoint facilitated a “Tiger Team” 60-day sprint to assess and diagnose the current go-to-market approach. Northpoint utilized the Pathways to Growth solution set. Tools used: Conjoint Analysis, NPV pricing, focus groups, customer value proposition analysis, channel assessment modeling, and the Northpoint Quick Lift process.

Results:

- Uncovered three game-changing findings related to product design, messaging, and targeting.
- Top-line revenue increased 200% in next fiscal year.
- Stock increased 400% in next fiscal year.

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

Revenue Growth Experts

1173 Pittsford-Victor Road, Suite 250 Pittsford, NY 14534

☎ 1-833-GROWREV (833-476-9738) ✉ info@northpointadvisors.com

Visit us online at www.northpointadvisors.com