



SITUATION:

A CEO needed to leverage brand equity and rapidly ramp business results for accelerated revenue growth.

CHALLENGE:

This division of large global corporation sought more dynamic growth and an improved competitive position. Challenges included channel access, product portfolio, organizational alignment, breadth of business partners, and inadequate marketing communications.

SOLUTION:

Applied Northpoint's Checkpoint work plan to generate an 11-point execution plan. Involved over 100 people and 11 teams over a 60-day period. Produced a detailed plan with over 1800 specific line items of actions and activities.

RESULTS:

Effective rebranding with new logo, new website, two-tier channel model and market recognition as a top 3 player in the industry.

SUCCESS STORY

Industry:

High Technology

Practice Areas:

- Market & Channel Strategy
- Sales Operations
- Innovation Acceleration
- Strategic Planning

ABOUT

Northpoint Business Advisors

Since 1995, Northpoint has been successfully helping companies of all sizes accelerate revenue growth. 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 as well.

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



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