



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.

SUCCESS STORY

Industry:

Renewable Energy

Practice Areas:

- Market Entry & Market Research
- Market & Channel Strategy

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



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