



## Consulting Client

*"I networked and met with people who could not ultimately purchase my services for over a year. Within 3 months, the Dots Grow methodology had defined target markets and our company was able to schedule appointments with qualified prospects, which led to new contracts and continuing relationships for repeat business."*

2005 Consulting Client

### The Dilemma:

A regional multi-location company providing extensive management and executive coaching to various government agencies would periodically review talent through a series of networking events. An experienced consultant with a desire to develop a new geographic area for the company accessed the Dots Grow methodology. The consultant had proven ability to produce meaningful results for clients and had accumulated a number of contacts in the area. After a year of meeting with area contacts, no new business was secured in the area. Numerous marketing campaigns and consultants were engaged, and new business results did not follow.

### The Solution:

After accessing the Dots Grow platform, the company was able to assess three proposed target markets. Because the company had been financially assisting the consultant for over a year, short term cash flow was the highest priority. Dots Grow was an affordable option to assist the client in creating additional target markets to "feed the pipeline" for continuous growth and establish a more long term process for the most lucrative client base. Producing short term clients would provide limited projects in order to prove the consultant's worth to potential clients and allow for continued growth in the area.

It was discovered that most potential clients could not understand what the consultant was really offering. The Dots Grow methodology to learn more about customer needs matched the consultant's abilities to build a consistent value equation and simple messaging to solve the client's needs. The company produced a series of consistent marketing materials with the new messaging at an affordable price. Without spending a disproportionate amount of the marketing budget, materials could be tested by the market. A series of credibility documents as well as materials specific to each target market were produced with a consistent value equation. Pricing was also tested in the marketplace and reflected back to the organization for review. The consultant was able to produce

pricing that would allow reasonable profits while accomplishing customer budgetary goals.

After establishing target markets and defining appropriate market-based messaging, the consultant's closing ratio increased to 90% within the first three months. Short term targets quickly became clients and mid-term and long-term clients were learning about the complex services of this area consultant. Six years later, the consultant still enjoys business relationships and contracts from these initial contacts and the Dots Grow framework for new business success.

Results:

- ✓ Target markets became well-defined and sales were consistent within each of the market segments producing a 2:1 return on investment within the first year.
- ✓ Meaningful marketing materials were created to convey a complex series of services with applications in a number of markets.
- ✓ A new business toolkit allowed for continued sales success.

The Dots Grow methodology eventually allowed the consultant to extend beyond the current service area. Within a few years, the parent company decided to refocus on government contracting and the consultant arranged for her own business, which is self-sustaining as of 2018.