



# GLOBAL SOLVE

## MANAGEMENT SERVICES

**Advice**

**Assistance**

**Execution**

Competent, Credible and Trustworthy  
Expertise When You Need It

# **The GlobalSolve™ Approach to Market Strategy Development & Implementation**

## **Practical Strategies...**

## **....Executable Tactics**

# Strategy is About Making Choices...

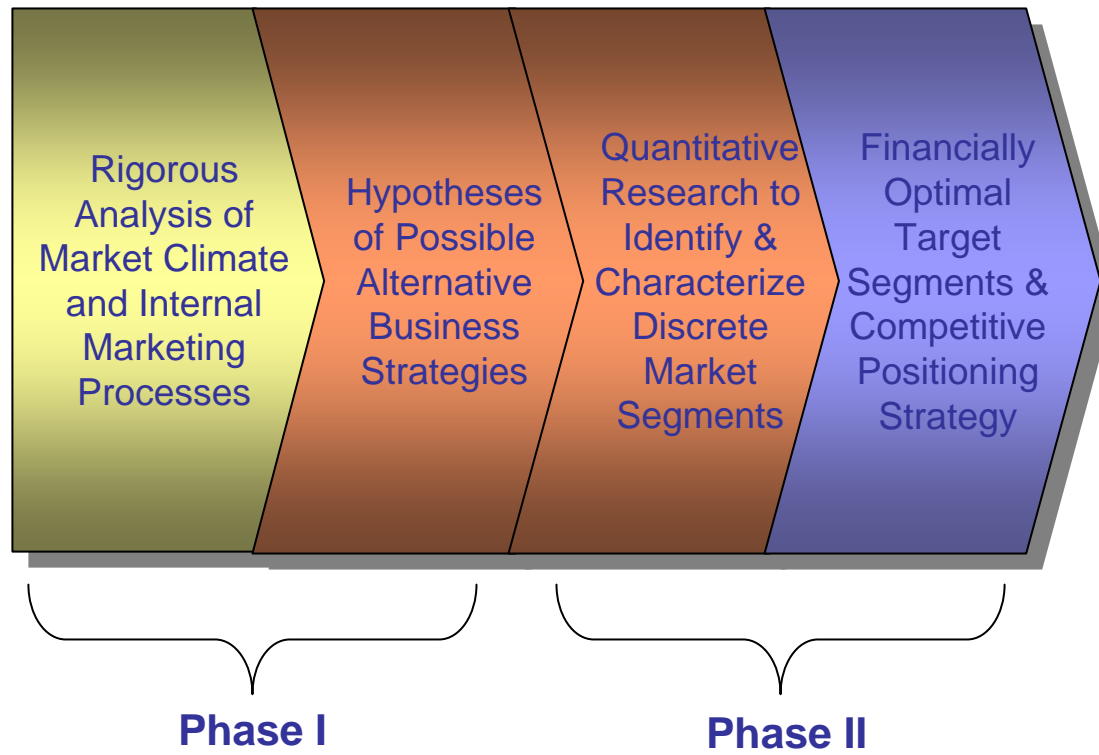
**The GlobalSolve™ approach to strategy development and implementation gives Client a *customer-focused perspective* from which to make those choices**

- What are the most attractive customer groups in its marketplace?
- What do these customers value and how is Client perceived vs. its competitors?
- What is the unique value proposition, or “customer experience,” that differentiates Client from the competition?
- How do Client’s “go to market” processes line up with delivering this superior “customer experience?”
- How does Client track and measure the effectiveness of its new strategy?

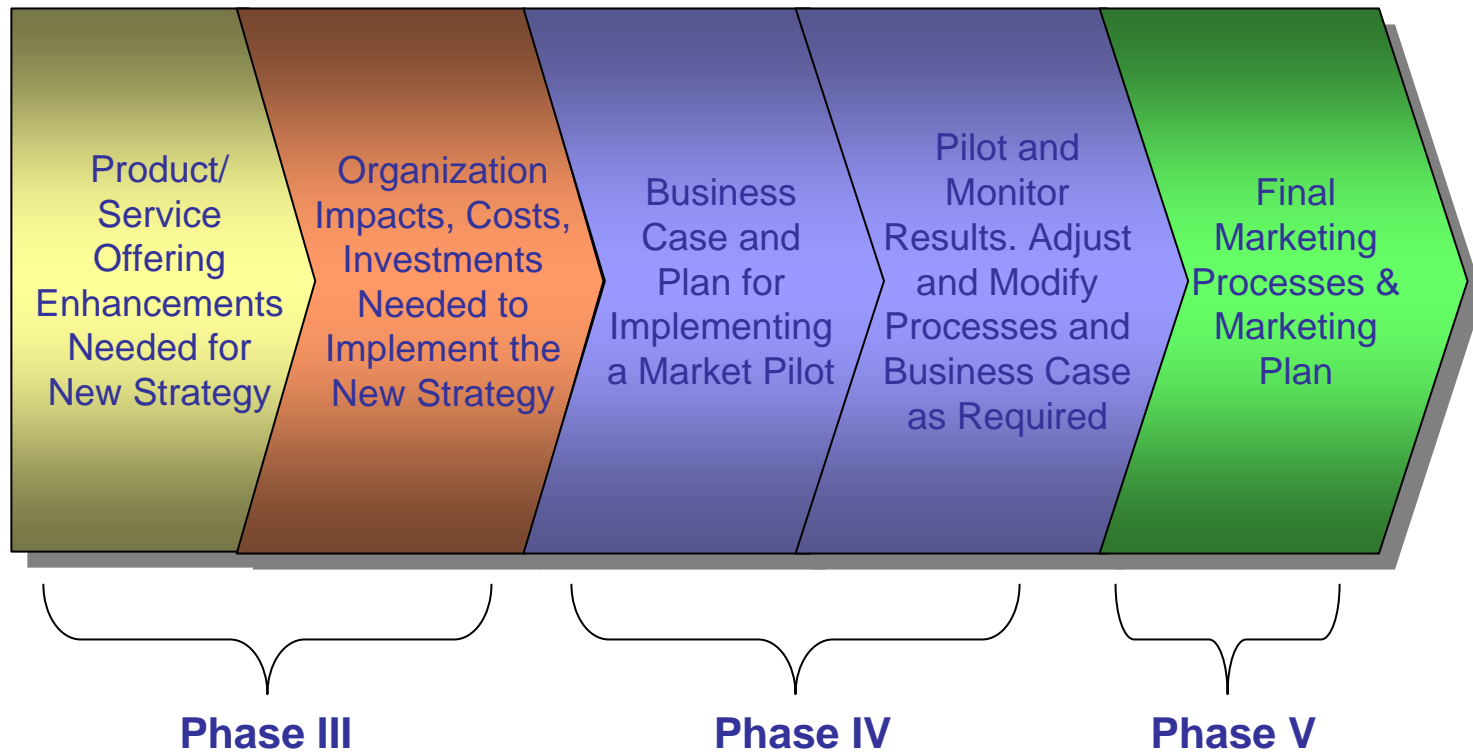
# GlobalSolve™ understands the detailed and multifunctional challenges to transform a business model

- **“Hands on”** philosophy ensures that the client team owns the outcome of the program
- Clients achieve organizational buy-in through a thoughtful change management plan
- The GlobalSolve™ approach is **process-focused** – in order to link great strategy with effective processes that deliver the potential of the strategy
- With no internal “political” stake in the outcome, a consistent and objective viewpoint can be provided
- Best Practice Database provides multiple alternatives to addressing implementation challenges

# The GlobalSolve™ approach results in an practical diagnosis of the current marketing strategy and “go to market” processes...



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# ...resulting in a set of *actionable* recommendations for near and long-term improvement

- Target customer groups upon which the sales force should be focused
- Quick hit product / service enhancements that strengthen the value proposition(s)
- Product / service development process that are tied to drivers of customer value
- Selling aids that help Client's sales force become more fluent in articulating the new value proposition(s)
- “Go the market” process improvement, including resource and role & responsibility recommendations
- A training plan that emphasizes the delivery of a unique “customer experience”
- Integrated marketing communications strategy
- Customer-centric metrics tied to the new strategy
- Change Management Plan for driving an enterprise wide customer-centric philosophy

# Phase I: External Market & Internal Process Assessment

- **Rigorous Analysis**

- ✓ Market Climate
- ✓ Marketing Processes
- ✓ Customer Experience

- **Qualitative techniques**

- ✓ Synthesize information into hypotheses regarding customers, prospects
- ✓ Develop strategic hypotheses for customers, prospects, channel partners and positioning.

# Phase II: Market Research & Analysis

- Quantitative research to ascertain the size and profit potential of each market segment.
  - ✓ Analyze the quantitative research and company data to define the financially optimal target segments.
  - ✓ Evaluate the quantitative research and define a powerful competitive positioning strategy overall and by market segment.

# Phases I & II Set Up the First Key Decision-Gate...*the Segmentation and Positioning work compelling enough to begin transforming the business model?*

- Establish consensus among the management team to pursue necessary business model changes, e.g., offering refinement, business process development and organizational structure for the new strategy
- Form the implementation team and begin building organization alignment for the new strategy

# Phase III: Reconfigure Product / Service Offerings and Align Processes to the Delivery of an *Improved Value Proposition*

- Identify Product / Service Offering Enhancements needed to support the New Strategy
- Assess the organizational impact, cost, business processes, skills and investment needed to deliver the new offering configurations.

# Phase IV: Define the Business Case; Validate and Execute the Strategy

- Complete a business case for changing the “go to market” strategy
- Test and validate the strategy in Market Pilot Program

# Phase V: Implement the New Strategy

- Finalize the change management plan
- Develop final marketing processes and metrics
- Finalize organizational alignment
- Finalize training programs and support materials
- Develop a business strategy map

# Exceptional Targeting and Positioning, Aligned with Effective “Go To Market” Processes, Sets the Foundation for Improved Business Performance

- *Top line growth*
- *Increased customer profitability*
- *Improved customer retention and loyalty*
- *Improved return on marketing and sales investments*
- *Increased organizational morale*

Performance is equally dependent upon great strategy and superior execution

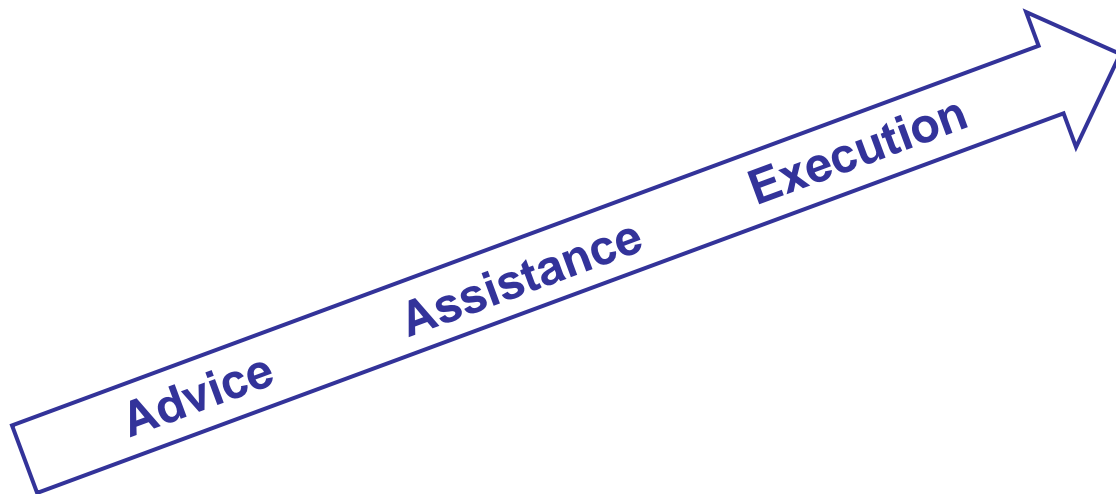
# Why GlobalSolve™ ?

- GlobalSolve™ starts every engagement by *listening* and working to *understand* the unique challenges the Client faces in its business
- No “formula, one size fits all” answers, but diagnostic tools and a broad set of best practices adapted to complement Client’s own analytics and business formats
- GlobalSolve™ brings experience and a *commitment to working shoulder-to-shoulder* with Client, every step of the way, in order to achieve desired business results



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## MANAGEMENT SERVICES



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