

Positioning for Success in a Changed Landscape

Strategy & Business Management

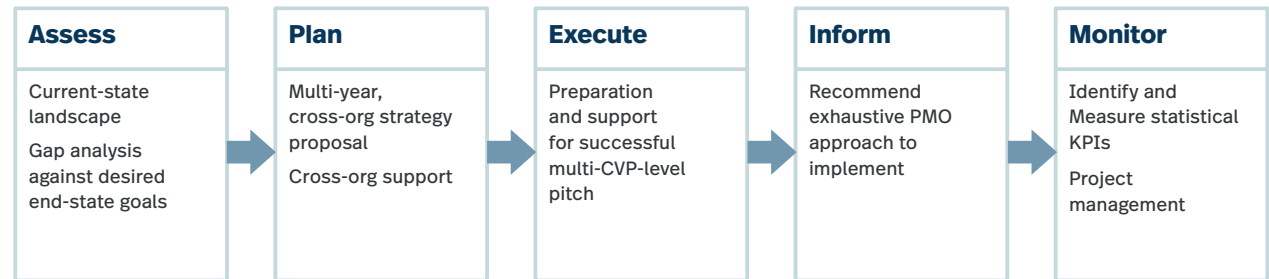
Sales Motion Analysis & Strategy

01 Background & Opportunity

The sales motion of a key product offering has undergone key changes for a major client during the last several years. Changes in consumer behavior, as well as in how key competitors had begun to reach out to these consumers, provided a key opportunity to assess and re-pivot ongoing strategy to adapt to these changes.

02 Approach

Bluehawk utilized a five (5) step process to complete the engagement with measurable success.



03 Challenges

Selling a sea change in field behavior.

- The sales org was structured based on a fundamental approach to product sales suite; Changing that attitude was a key blocker.
- Successfully garnering the support across several orgs at the CVP-level would involve intensive grass-roots campaigning coupled with passionate evangelism – all supported by undeniable data.

04 Client Impact

Multi-year proposal has been approved.

- Delivered a comprehensive strategy culled from thought leadership insights and with detailed execution recommendations and success framework.