

CASE STUDY

Bainbridge uncovered key differentiators when a client's vendor was interviewed:

"The benefit of the [client's product] is its design. It's small enough for us to use in tight spaces and it reduces our operational costs because we are using less steam to power it."

Vice President of Operations,
[Client's] Customer

Project Snapshot: Bainbridge Reveals Comprehensive Market Outlook For A Pioneer in Technology Innovation

The Scenario

A world-wide leader in power technology launched an advanced device to improve plant efficiency. To sell their new technology effectively, the client needed an in-depth understanding of the multifaceted market. Building upon previous consulting projects, in-depth Customer Account Vulnerability Assessments (CAVAs) conducted for the client, the client engaged Bainbridge to perform additional primary-source research and analysis on key market players, and supplemented seven detailed customer interviews to triangulate the data and create a full picture of the market.

How We Helped

Bainbridge examined competitors' strengths and weaknesses relative to the market, product positioning and gaps, and go-to-market approach. In conjunction with market intelligence, Bainbridge performed customer intelligence. The team delved into who the key purchase decision makers were, what technologies they were currently utilizing, what their perceptions were of Bainbridge's client and its competitors, the customer's unmet needs, what it would take for them to switch vendors, and finally, addressed their market expectations. Bainbridge also revisited and implemented analysis from customer engagements that were recently completed for the client.

The Result

Based on overarching themes among competitors and customers in the market, Bainbridge discovered that the market for the client's power device was promising. However, the analysis also revealed that the client needed to fine-tune their sales and marketing approach in order to successfully sell the product, such as:

- Focus on educating decision makers at *all* levels throughout the sales process
- Cultivate strong third-party relationships
- Avoid negative sales messaging
- Communicate the value to customers based specifically on performance and competitive price

Bainbridge was able to build on its continuing relationship with the client to deliver key insights that ultimately gave the client strategic recommendations to build a stronger market position and outmaneuver its competition.



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