

## Project Summary

### Competitive Sales Tool Evaluation

---

*Corporate Market Analysis Group, an \$9 billion IT storage manufacturer*

#### **Client Problem**

Key marketing decision maker needs an independent review and analysis of a newly developed competitive sales tool.

#### **BVI Approach: Competitor Analysis**

- ▼ Articulated client's competitive service advantages against named competitor
- ▼ Provided input in determining how to position itself to win in a competitive sales situation
- ▼ Posed thought provoking-questions that guided the client to reassess/redesign the planned competitive sales tool

#### **Results**

- ▼ Client developed a more focused competitive sales tool
- ▼ Product's competitive advantages more thoroughly articulated
- ▼ Sales tool refocused on strong differentiators versus features comparison, facilitating more productive sales calls

*BVI confirmed and augmented the work my staff performed. They came up to speed quickly, met our deadlines and helped us identify and interpret our competitive advantages. The analysis results enabled us to clearly differentiate our offerings and create a stronger sales tool.*

- Manager, Worldwide Market Analysis