

Texan Marketing Stories

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Case Study I: Challenge

- Industry: Software for financial institutes
- Symptoms: Low market penetration in Texas and lower sales relatively to other states

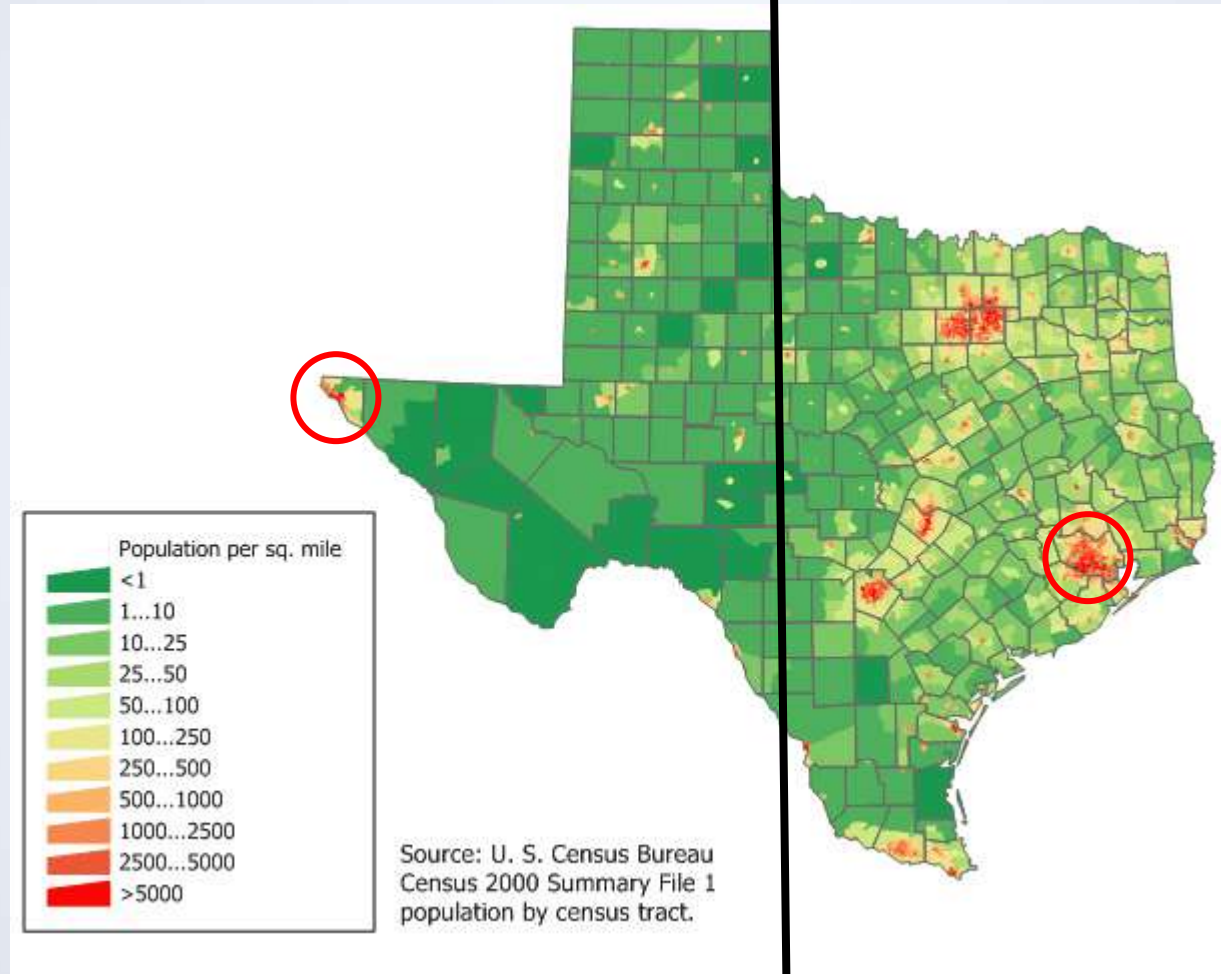


Case Study I: Analysis

- Reseller's location
- Assess local competition
- Define differentiating factors



Case Study I: Solution



Case Study I: Solution

- Resellers' performance analyzed
- Competitive analysis performed
- New positioning strategy defined
- Reselling territory revised



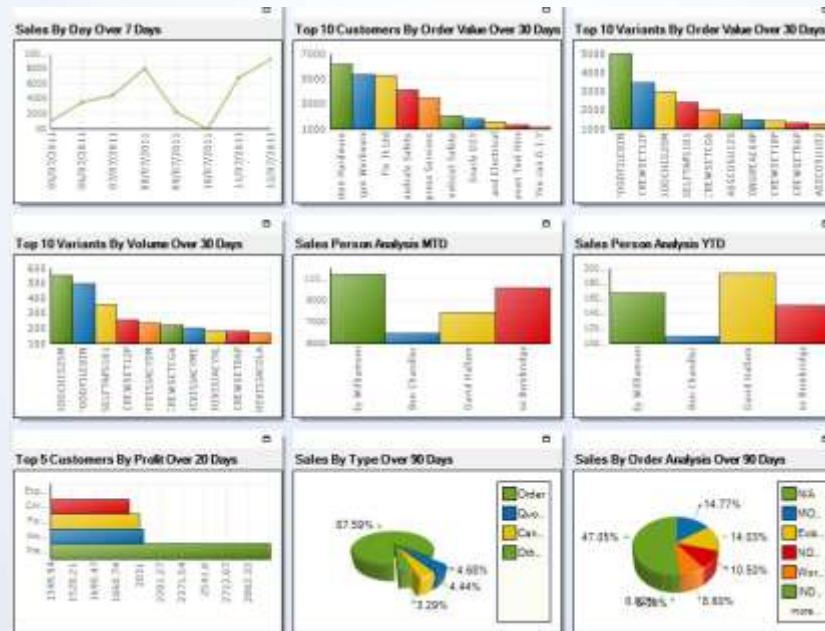
Case Study II: Challenge

- Industry: Manufacturing playground equipment
- Symptoms: Texan reseller is not meeting quota

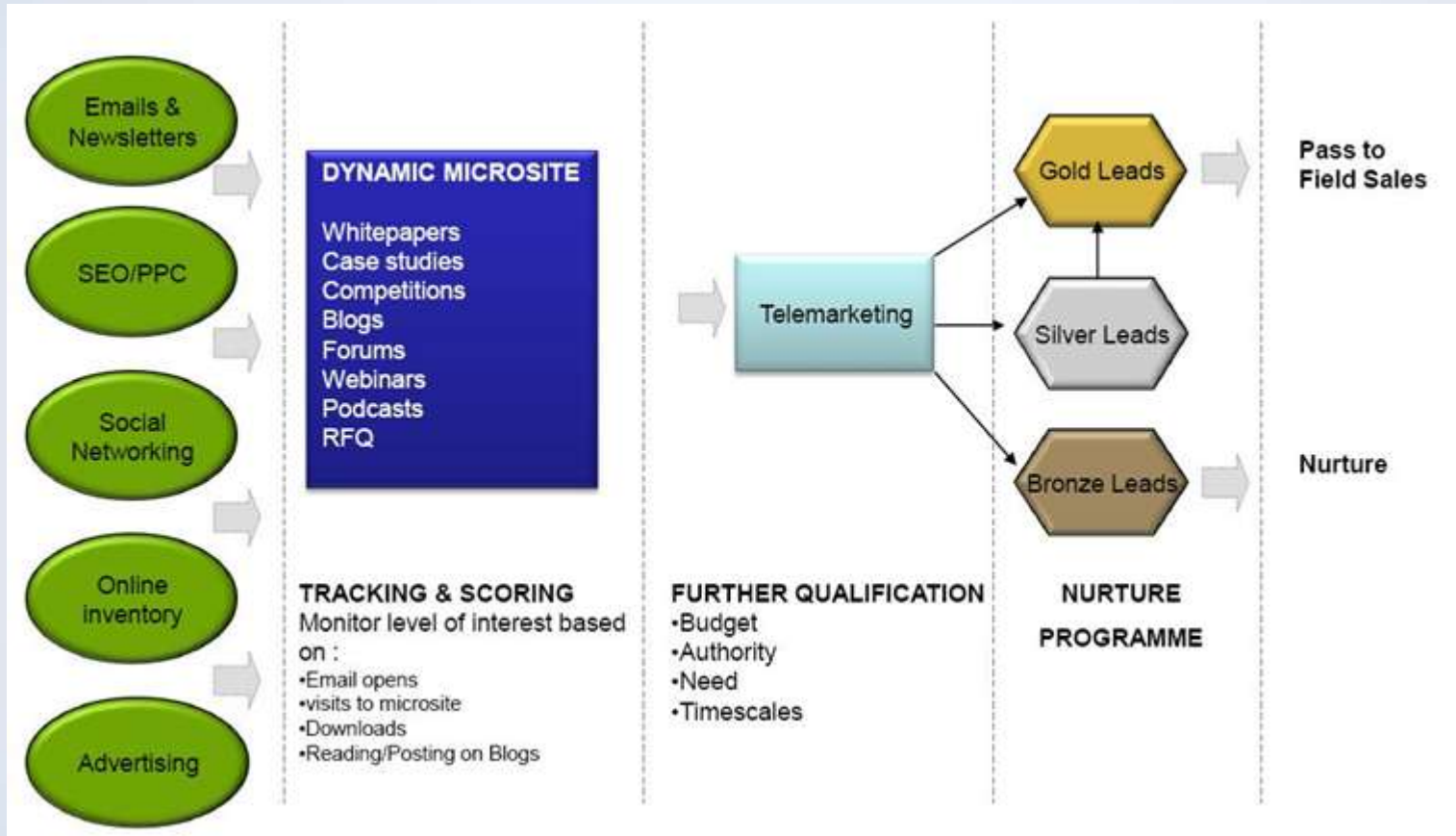


Case Study II: Analysis

- High sales conversion rate
- Short sales cycle
- Low cross-sell/upsell ratio
- Low pipeline value



Case Study II: Solution



Case Study II: Solution

Newsletters, Blogs, Social Groups:

- Austin Family
- Front Burner D(allas)
- Houston Family
- Texas Talks
- TRAPS eNews
- LinkedIn Groups (e.g., Texas A&M Landscape Architecture, TRAPS)

Publications:



Partners:



The Texas
Associatio
n of School
Boards



Trade Shows:



Thank You

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