

CASE STUDY

SERVICE COMPANY

Restructure a Product Portfolio to Fuel Growth

SITUATION

A Bay Area professional services firm with a stellar reputation was losing market share to smaller competitors. Despite delivering higher value, their proposals consistently were overlooked due to perceived cost.

APPROACH

I conducted in-depth market research, client and prospect interviews, and competitive analysis. The findings revealed that competitors were underpricing early project phases as loss leaders, then charging premium rates later. My client's pricing structure made proposals look more expensive upfront, even though the total cost was often lower.

SOLUTIONS

I restructured the firm's portfolio by unbundling offerings, redesigning project phases, and aligning rates with market expectations. Together, we repositioned the firm as a premium provider, aligned sales materials with the position, and added client testimonials.

CHALLENGES



Declining Sales Conversions



Falling Market Share



Declining Revenue

RESULTS



+35% Year-on-Year Revenue Increase



Immediate Increase in Sales Conversions



Increased Market Share



Established as a Premium Provider



**RED
ZEBRA
COACHING**