

FOOD DISTRIBUTION GUY-THE GENERALIST MESSAGE WASN'T RESOUNDING

Challenge:

Richard had been a marketing executive in large packaged goods companies for decades and had recently launched his own practice as a marketing consultant. He had a great reputation and a lot of contacts in his industry but was having difficulty getting new clients. His networking efforts and cold calling were not yielding any results and were an exercise in frustration. Going back to work for someone was not an option and he was too young and vibrant to retire so Richard had to change his results very quickly

Partnering For Success:

Examining Richard's capabilities and background, we analyzed and uncovered several strategies to focus his direction. Using my proprietary Market Demand Survey tools, we quickly saw that there were definite pockets of need that were unmet in his immediate network that he had access to. After aligning his unique abilities with the market's most salient needs, we drew up a strategy.

Repositioning:

- Richard went from being a generic Marketing consultant with the brand name of "GR Marketing Strategists" to being repositioned as a marketing consultant to the small food manufacturers' industry.
- His new company name became 'Food Distribution Guy'.
- Through our research, we found that the number one pain language the industry used was 'I want to get listed' which allowed us to change his tagline to 'Marketing to get you listed'.

Results:

Richard had closed 0 new sales in the year prior to our work together. During the year of our work together, he closed 16 new clients and is currently being asked to lead roundtables and do keynotes for the industry. A personal note for which I take credit (but he won't give me any), is that his business success fueled him to ask his girlfriend to marry him after years of dating. I'll be going to the wedding this summer!

We have collaborated with a broad range of companies — from global brands to fast-growing start-ups — to help them solve their brand position challenges and grow their sales. However, there's no way to know if we can help you without sitting down and having a conversation. Give us a call at **416-253-7571** or email us at chala@therepositioningexpert.com to set up a no-pressure discovery conversation.