

PROBLEM SOLVING LEADER-THE EXPERT WHO STOPPED GETTING IGNORED

Challenge:

Gina enjoyed a great International HR consulting career. She had no problem closing a sale once someone met and experienced her energy and talent. But she was having trouble getting new leads. When her referrals slowed down, cold calling new prospects only got her ignored and frustrated. She desperately wanted to stand out amongst the thousands of other consultants who were prospecting and calling themselves 'leadership experts' but didn't know how to do it.

Partnering For Success:

After doing an assessment of where Gina's priorities, strengths and knowledge base lay, we were quickly able to direct her market insight efforts to focus her into a new communication strategy. Through our analysis we found that her natural networks lay in the small manufacturing firms with no elaborate in-house HR resources. Further research revealed that the most costly issue in these firms were the lack of decision making ability by the the mid-managers who kept escalating the problems to top management. This was costing these manufacturers millions of dollars of lost down time and wasted hours of executive resources.

Repositioning:

- Gina went from having a 'leadership' based communication plan to repositioning herself as the Problem Solving Leader expert.
- Her tagline became 'Creating Fearless Decision Makers' because our data revealed this phrase to have the most traction with cheque-signers.
- She publishes her blogs regularly about the topic of Decision Making and has positioned herself as an expert in that narrow pain point

Results:

- Gina recently ran a successful Executive Roundtable around the topic of "When Decisions Don't Get Made on Time", positioning herself as an expert in the industry in front of CEOs. This allowed her to meet a level of executive that she never previously had access to without personal connections.
- Her messaging continues to resound and stand out amongst all leadership consultants in her market.

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.