

Customer and Channel Partner Insight

Our client's front line to their customers – the channel partners – were not always acting in the client's best interest

“This project opened our eyes to how our partners were behaving and what impact that was having on our business.” – Executive Vice President, Mid-Market Manufacturing Company

Business Issue

Sales were stagnant at this middle market manufacturing company. Given that their channel partners were the front line to the customer, the client wanted a better understanding of what was hindering sales.

Adroit's Role

Adroit was hired to perform customer and competitive insight to evaluate how to turn sales around.

Stages in the engagement included:

- Conduct interviews with numerous partners and stakeholders.
 - Manufacturer's Reps
 - OEMs
 - Distributors
 - End Consumers
- Evaluate competitive landscape
 - Go-to-market strategies
 - Market share
 - Mind share
 - Strengths and Weaknesses
- Correlate findings and develop impact analysis.

Outcome

The results of Adroit's analysis and advice led to:

A outside, non-biased view of how partners and competitors see the client, their approaches and their products.

A clear understanding of where the client needed to improve their relationships with their sales channel partners.

A new approach for communicating the brand message to partners – as some partners were representing the product as high cost – not positioning it as value priced based on quality.

A change in their go-to-market strategy to meet competitive approaches.