



International Business Development
Strategy and Implementation

COMMERCIAL STRATEGY AND IMPLEMENTATION

Commercial launch of an innovative research service business

Background

- Early-stage Research Trial Services company desired to accelerate sales traction.

Challenges

- Company needed to get to cash flow positive as quickly as possible.
- Product was highly innovative and required significant customer education.

TCG Approach

- Audit the value proposition and positioning of the services offered.
- Develop targeted marketing materials for the service.
- Identify and target a prospect list in the industry.
- Perform consultative sales calls and close sales.

Results

- Sales were increased.

Value to Client

- The company met a key objective to validate the business model by gaining sales traction. Increased sales alleviated the cash crunch allowing management to define a pathway to profitability for the company. The team was provided with a sales process and valuable marketing materials to use in future sales efforts.