



Customer Solutions Group

The Inside Sales Lab™

Advisory Firm Boosts Portfolio Companies' Customer Acquisition and Market Valuation



Key Results

Utilizing the STEP™ Process, CSG has:

- Accelerated the time to market for new product and service concepts.
- Enhanced the ability to secure subsequent rounds of funding for new products and services.
- Provided necessary data for premium market valuation.
- Developed and proved a sales approach to launch a new service into the marketplace and then transfer the newly developed process to the target firm.

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Case Study

Overview

Entrepreneurs and companies that are trying to launch a new product or service, often use outside firms to help source and secure funding for their ideas. Additionally, they often also look for assistance to manage the sales effort and bring their product or service to market. Many of the individuals, and/or companies, who have the original vision and creativity to come up with these innovative ideas, do not necessarily know enough about sales and marketing to make their vision a reality in the marketplace.

When Venture Development Center (VDC), a leading advisory firm with hundreds of new ventures since 1991, heard about Customer Solution Group's (CSG) work creating and optimizing inside sales forces, they were intrigued. They wanted to see how CSG might help them: 1) bring their clients' concepts to market faster; and 2) secure subsequent rounds of funding, and 3) provide the data necessary for premium market valuation of their portfolio companies. VDC first tested CSG's Step™ Process with one of their clients over 10 years ago. The process was so successful that they have continued to use CSG successfully to launch many other new ventures.

Background

Two VDC portfolio companies highlight how CSG's STEP process enabled more rapid and successful launches.

Portfolio Company 1: The first project brought to CSG by VDC was a joint venture between two Fortune 500 companies. These companies sought to do Internet advertising at a time when Yahoo! was growing rapidly and the term "Google" was barely known. At the time, the impact of the Internet was still unknown...let alone the impact of Internet Advertising.



Portfolio Company 2: The second example is an idea that offered a better way to supply driver background checks for firms such as trucking companies. Prior to the Internet, this information was obtained manually, once a year. VDC's client developed a way to compile, DMV information from every state, and offer it on-line, real-time, to would be buyers. However, they didn't know if companies would purchase it or at what price.



Case Study (Con't)

How It Works

In both cases, CSG worked with the client utilizing their proprietary STEP™ Process which optimizes the script, list and offer. The Strategy phase creates a sales strategy which culminates in a comprehensive written sales plan. The Technology phase encompasses all preparation for successful sales including developing the scripts and test matrix prior to making the first call. The Evaluation stage includes executing the test matrix using qualified sales people and expert sales consultation. The Production phase is executed once the test matrix is complete and the optimal sales process is known. In both cases, CSG's very structured process provided liberal testing of leads, scripts, and offers to determine the best solution. These solutions were ultimately migrated into each of the new ventures' internal operations providing the opportunity to maximize sales and mitigate risk for these new products.

Customer Solution Group's
STEP™ Process

Strategy

Technology

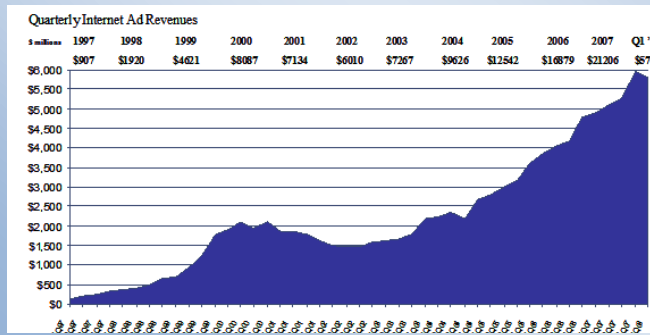
Evaluation

Production

The Results

Example 1: Internet Advertising

Due to the successful use of CSG's proprietary technology and processes, the client was able to gain over 1,000 paid Internet Advertisers in a 12 month period, which gave them the largest paid on-line advertising base of any company in the world, effectively launching Internet advertising.



Example 2: Criminal/Driver's Data On-Line

Utilizing the STEP™ Process, CSG was able to recruit over 750 customers and then assist the firm to bring the process in house. In addition, CSG was able to identify key components of the selling process including:

- 1) main decision makers
- 2) likely purchasers
- 3) optimal price point.



Vigorous price testing showed the firm could charge far more than envisioned – about 400% more!

"We started working with Customer Solutions Group over 10 years ago and they continue to provide the necessary information and tools to launch new business concepts more successfully and in a shorter amount of time. Their sales expertise and methodical testing approach is something that should be used by every company testing a new concept."

*Dr. Charles Stryker, Ph.D.,
Venture Development Center*



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