

How can a company stimulate growth after surviving a slow economy?



3 CIRCLES STRATEGY IN ACTION

RESULTS

> 30%
Year-Over-Year Revenue

> 1.5x
Average Client Size

THE BUSINESS SITUATION:

- ➔ 3 Circles worked with an established professional services company significantly impacted by the economic crisis. Coming out of the recession, the company wanted to evolve their product and become more targeted in their approach to the market. The company avoided using consultants in the past because they didn't feel like outsiders could address their challenges by offering a templated approach.

"We felt like we were running in place. We had some ideas, desire and a hunch on what was needed but didn't really have the expertise to get there."

– Client

THE STRATEGIC MOVE:

- ➔ 3C facilitated an initial offsite with some clients and partners to look at the company's value proposition from an outside perspective and identify opportunities for moving forward.

"We left the first meeting with a new way of seeing our services and a list of initiatives to get started."

THE DELIVERABLES:

- ➔ 3C completed a market analysis and held multiple sessions with the client to:
 - > Clarify the company's value proposition
 - > Update the marketing communications
 - > Build a pipeline of a net new prospects focused on innovators interested in development
 - > Enhance the metrics and measurement of the business

"3C helped us figure out what our more targeted "what" is, how to convey it, then how to activate it. We have a new and improved sales pitch now that better conveys our value to the marketplace. It is already producing a higher revenue-generating and more profitable type of client and business."

THE 3 CIRCLES EXPERIENCE:

Although there can be consistency among business challenges, the environmental factors, team dynamics and business drivers are specific to each company's unique business situation. 3 Circles' does not follow a "one size fits all approach" with our clients. Instead, we work within the existing business context and strive to become a natural extension of our clients' team and business. Our passion drives us to take ownership of our engagements and adopt a "we" attitude to our clients' challenges.

"Bobby is an expert collaborator and incredibly good at listening and asking provocative questions. He looks at everything - strengths and weaknesses of our services, the team dynamics, our marketing materials and approach and our financials, etc."

"When we first started working together, Bobby would use the term "we". I absolutely feel like it's a "we". Bobby has become an important part of our team chemistry which helps him be more effective and someone we want to continue to work with."