



# CUSTOMER CASE STUDY

Vision Technology Provider  
Go-to-Market in North America

## AT A GLANCE

### CHALLENGES

- New to NA market
- Unclear value proposition
- Limited brand recognition
- Lack of customer awareness

### BENEFITS

- Clear brand messaging and market positioning
- Clear Unique Value Proposition
- Targeted approach to approach early adopters
- High confidence and motivation in the team

## OBJECTIVES

Establish brand awareness, build customer pipeline in North America. Create Nother American market recognition for Vision technology and product. Identify who are the target customers, what is the value proposition, What is the market position, Create marketing & sales strategy to reach target customers for the technology demo.

## SOLUTIONS

We took the team through Value Differentiation process to develop and execute the GTM strategy:

- Assessed external environmental factors
- Identified competitive advantages
- Identified target customers
- Discovered the unique value proposition for target customers
- Developed marketing strategy and brand message
- Developed sales strategy and CRM
- Implemented agile strategy execution
- Collected customer feedback and pivot

## BENEFITS

### Benefits One

The team is clear with the unique value proposition of their vision technology and product, brand messaging and promise to target customers.

### Benefits Two

Establish GTM strategy roadmap and execution plan. Team has clear actions and RASI to execute the plan.

### Benefits Three

They established a targeted sales strategy. Instead of a broad outreach approach, they have a targeted approach with a group of early adopters. Built a full pipeline and CRM.

### Benefits Four

Team motivation is high. They are energized with the targeted approach and structure. They are motivated to SEE the progress and get customer response.