

ACQUIRING NEW BUSINESS IN A CLUTTERED MARKET

THE SITUATION

Momentum Leadership, headed by Kerry Anne Ridley, is an Austin-based business development firm that helps high-growth companies successfully retain employees while executing their business plan. Momentum Leadership has thrived for nine years and relied primarily on word-of-mouth referrals to drive new business. A company expansion to include additional managing partners plus an increase in competition were two factors that helped Ridley realize she needed to revisit her marketing approach to position the company for dramatic growth over the next 18 months.

THE NEED

"I was aware that my collateral materials were not adequate for this larger company that I was creating," said Ridley. "I knew I wanted a new brochure and a new web site developed. In initial conversations with VisionEdge Marketing I came to understand how a strategic foundation would serve as a strong base for various marketing tactics. VisionEdge Marketing helped me determine who my target audience was, how my core competencies addressed their needs, and what key messages would best reach them. This was the kind of help I needed before I hired someone to create collateral or revise my web site."

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VisionEdge Marketing helped Ridley focus on the marketing basics, allowing her to concentrate on her business. "I knew that the strategic basis for the marketing of my firm was in the hands of experienced professionals," Ridley added.

THE CRITERIA

As a small-business owner, Ridley did not have a significant budget to spend on marketing. "VisionEdge Marketing was affordable. I also realized early on that they could be an enduring resource to me," commented Ridley. "I appreciated the no-nonsense style they brought to table. The process was fast-paced with a short turnaround and clearly defined deliverables."

Ridley noted that her initial meetings with VisionEdge Marketing to determine the scope of work were a series of very clear business transactions. "I needed a company that could 'bring me along' and help me understand marketing strategy, and VisionEdge Marketing did just that," Ridley said. Getting a 'marketing education' was important to Ridley and to her understanding of the VisionEdge Marketing processes.

THE DECISION

During the proposal stage Ridley began to see the "why's and where fore's" of the strategic marketing process. Seeing the clear deliverables and specific timeline that VisionEdge Marketing proposed and their efficient style of doing business, convinced Ridley to retain them to lay the marketing foundation for Momentum Leadership.

THE RESULTS

Working together, VisionEdge Marketing was able to provide sustainable tools to help Ridley market her company. "I think differently about marketing than I did before, leading now in a more strategic manner," Ridley said. "I have a much better sense of my target market and my competition. A major bonus was incorporating product offering ideas that positively affected our business practices."

Some of the key changes and additions included:

1. Transitioning Momentum Leadership from an hourly rate model to a deliverable model;
2. Creating a suite of services for her to provide more flexibility;
3. Streamlining the proposal-writing process; and,
4. Implementing new procedures aimed at tracking marketing effectiveness.

The learning process continued throughout the time VisionEdge Marketing spent on Ridley's account. She appreciated the weekly update meetings that maintained the dialogue and the commitment to ensure that Ridley understood why each element of the marketing process was important as well as the ongoing dialogue the company maintains with all its clients.

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"VisionEdge Marketing directly influenced our business approach," Ridley said, " with the most important result being that we have closed more deals in our target market and closed them faster."

ABOUT MOMENTUM LEADERSHIP

Momentum Leadership, headquartered in Austin, TX, serves as the impetus for helping high-growth companies retain employees and successfully execute on their business plan. Momentum Leadership, founded by Kerry Anne Ridley, has a comprehensive service suite, The Motivity Suite™ to help your team maximize its potential. Momentum Leadership, and Better Results. Better People. are trademarks of Momentum Leadership.

ABOUT VISIONEDGE MARKETING

VisionEdge Marketing (www.visionedgemarketing.com) is a data-driven metrics-based strategic and product marketing consulting firm recognized as a trusted authority in the area of marketing performance management.

The company excels at helping companies strengthen their competitive advantage, accelerate their ability to acquire, keep, and grow profitable customers, and measure Marketing's contribution to business goals. Founded in 1999, VisionEdge Marketing is located in Austin, Texas.

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