



## THE STRATEGY EXPERT®

### Organization

Custom Software Firm

### Situation

A custom software firm was having trouble growing the organization. The owner served as the Marketing Director, Sales Generator and Lead Developer. He was wearing too many hats, not charging enough for his services and marketing to the wrong groups.

### Solution

Through a series of engagements with this client, we helped grow the business. We first reviewed the marketing efforts and quickly discovered that the marketing strategy being pursued was not adequate. We held a strategy session with the President and Vice President of the firm and upon completion of the session, the President wrote to us:

**“We appreciate your unusual ability to analyze our marketing objectives and action plan, and respond so quickly with key diagnostic and remedial steps for us to implement.”**

As the organization continued to grow, the President continued call upon us on a regular basis to provide strategic suggestions and recommendations. At one stage, the President wanted to take on bigger projects and brought us in to strategically prepare for a large software project with McMillan Publishing. We sat in on the meetings and provided strategic advice and project management support throughout the project. The project goal was to design a software package that created exact forms that could be generated to submit copyright, trademark and patent forms to the US Patent Office. The project came in on time and on budget and we received a bonus for our strategic efforts.