



Vantage Point Associates Our Work with Clients

Vantage Point Associates helps organizations design and execute winning marketing strategies intended to grow top-line revenue profitably and to improve market position. We work with business teams that have to both create plans **and** produce results.

We employ a robust process, proven in many hundreds of client situations, that leads team members through an in-depth examination of their current situation—business environment, competitors, customers, internal capabilities—to reach conclusions about their opportunities and challenges. From this foundation, the teams move on to formulate strategy that focuses their efforts on building differentiated offerings to preferred customer segments.

We don't develop plans, conduct studies or do research for clients. Nor do we conduct executive seminars. Rather, our role is to help teams apply our documented process, supported with proprietary analytical 'tools.'

Equally important, we help teams think more strategically about their businesses. Through focusing attention on their critical business issues, we enable team members to:

- sharpen their marketing and strategic thinking skills
- apply their collective knowledge and wisdom to deal effectively with the environment in which they operate, the customers that they serve and the competitors with which they contend.

In working on these issues, teams break out of the traditional thinking that often inhibits finding creative solutions to current and future challenges. In the course of applying the process, teams become proficient at:

1. Analyzing, understanding and drawing insightful conclusions about their present business situation.
2. Identifying factors critical to their success and using these to evaluate the relative strengths and weaknesses of their competitors.
3. Using the principles of segmentation to identify customers with similar needs, wants or preferences.
4. Identifying and prioritizing among segments using measures of relative ability, market attractiveness and competitive intensity.
5. Developing and articulating strategic positioning for each segment.
6. Formulating value propositions for each segment.
7. Defining a workable implementation approach for executing strategy.

As an outgrowth of this work, teams create a plan document and a presentation through which they can communicate their plan and obtain approval and authorization for executing strategy.

In producing these outcomes for a given business situation, teams acquire both the skills and tools they need to address other market-related business situations faced by their organizations.