



ACCOUNT
BASED
MARKETING

SAMPLE REPORT

Objective: To help our client collect actionable insights and increase penetration into a top tier account in Aerospace & Defense



MARKETLAUNCHER



EXECUTIVE SUMMARY

Methodology & Deliverables



MarketLauncher (ML) engaged with a firm that provides proposal and project management consulting services in the Aerospace and Defense industry.

ML developed an outreach plan aimed at under-penetrated accounts as part of the clients "Top 100 penetration" initiative.

The client wanted to gain insight into one of their key accounts: a global Aerospace & Defense company.

They were looking for market insights to better understand the following:

- Perception of our client and awareness of their offerings
- Quality assessment of the prior work done by our client
- Competitive landscape / possible barriers to entry
- Future work potential / possible areas of opportunity
- Likelihood of using our client for future needs

overview of execution

PHASED APPROACH

Phase One: Preparation

Step 1: Built a list of executives within appropriate areas of the target account

Step 2: Strategized with the client team to determine what we want to learn

Step 3: Built interview templates designed to capture intel in various scenarios

Phase Two: Execution

Placed outbound calls and email to the target contacts; positioned as a 3rd party research firm doing an assessment

Generated a response from initial outreach; gained permission to conduct an interview

Engaged in conversational interview with key contacts; probe on specific areas of interest

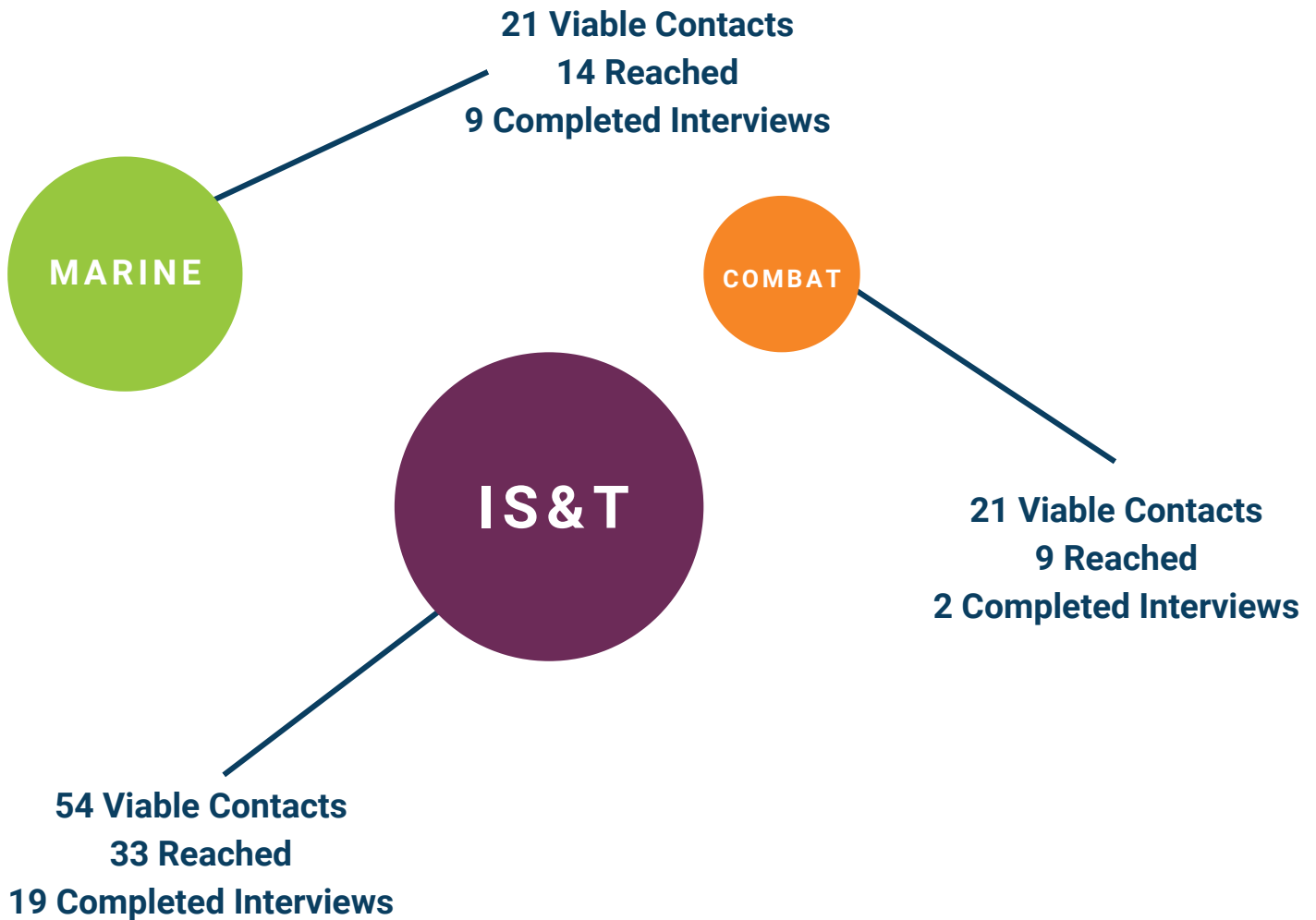
Captured intel and coded data for reporting

The data captured from the primary research is compiled into this comprehensive Market Assessment Report.

The results of the effort include:

- The ML team initiated contacted with **178** decision makers from different divisions: Marine, Combat, IS&T and Corporate
- **97** (or 54%) of these were considered viable contacts once bad data was removed (no longer with the company, wrong information, etc.)
- The team conducted interviews with **31%** of the viable list (completing **30** interviews)

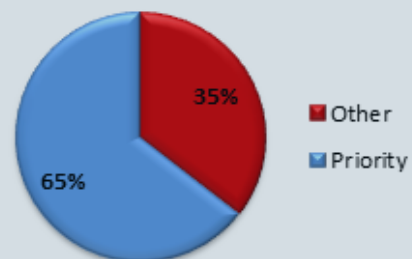




PRIORITY TARGETS

We attempted to reach “priority” contacts first (as prioritized by the client). 65% of those we interviewed were priority contacts

Priority Contacts Interviewed





Key Observations

DATA ANALYSIS

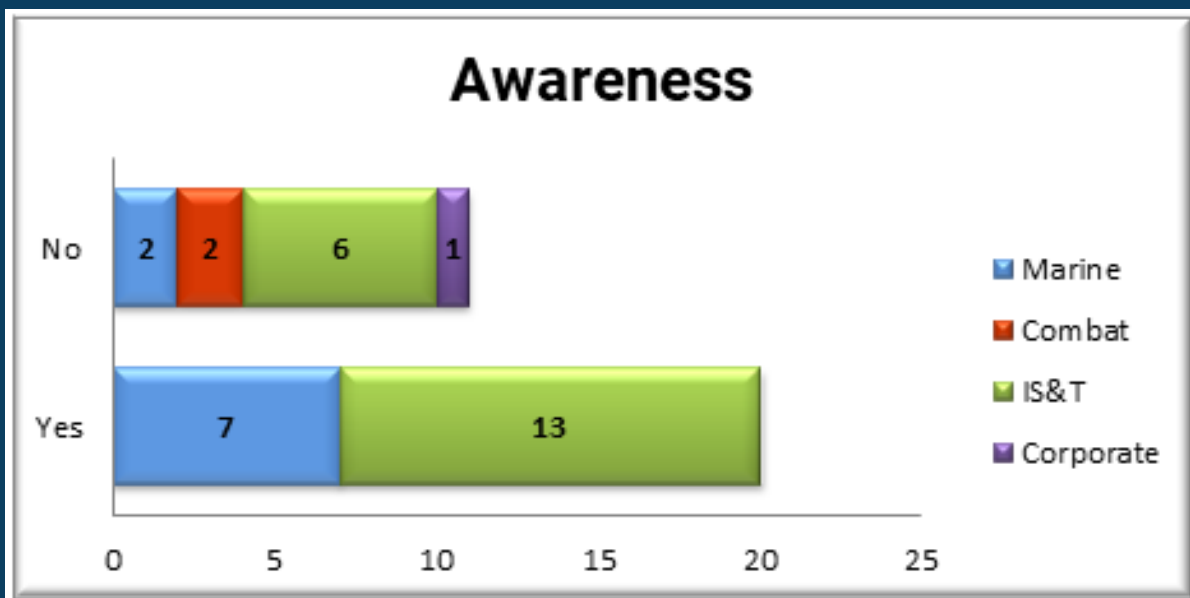
Nearly two-thirds (or 65%) of those interviewed indicated that they had a previous awareness of our client and their capabilities.

65%

Yes: Overall Familiarity

35%

No: Overall Familiarity



Of those familiar with our client, we inquired about their overall impression of the firm. 42% had a positive impression while 19% reported a neutral impression. 6% reported their impression as negative.

In the IS&T category there were more neutral or negative impressions reported.

Some verbatim comments related to negative impressions:

- *Rigid and expensive*
- *They aren't giving as much attention to matching an individual's skills to projects as they used to*

Positive comments included:

- *One of the top firms we go to and use quite frequently*
- *Considered one of the top two or three capture and proposal specialists*



90%

*Respondents were aware of
our client's offerings in
Campaign / Capture
Management*

79%

*Respondents were aware of
our client's offerings in
Competitive Assessment /
Price-to-Win Consulting*

90%

*Respondents were aware of
our client's offerings in
Proposal Leadership*

68%

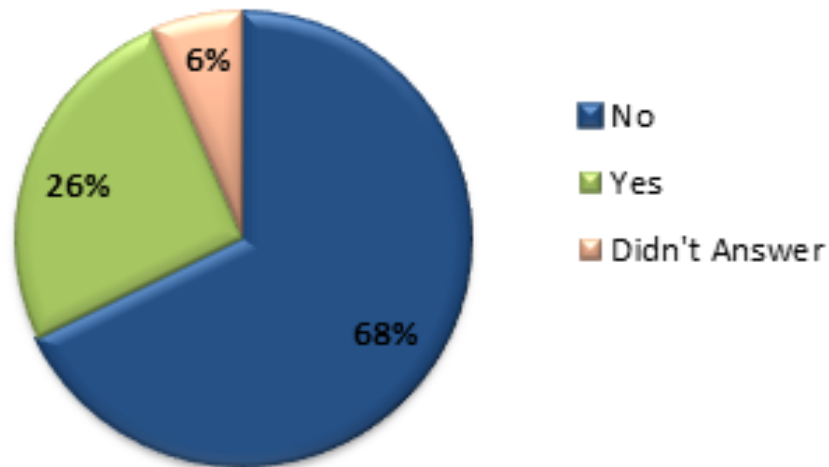
*Respondents were aware of
our client's offerings in Cost
and Price Solutions*

Areas where there was lower awareness:

- Engineering & Technical Management
- Program Planning and Control
- Project Management Solutions

When comparing Divisions, it appears that the Marine division shows less awareness of some of the specific offerings including Program Planning and Control.

Worked with our client within the past 5 years



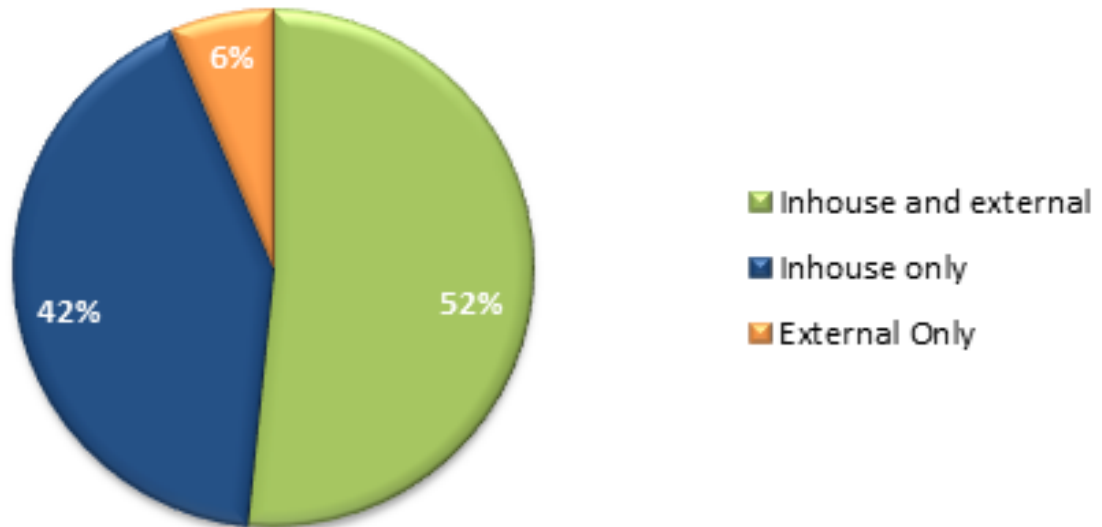
OPPORTUNITY

- The majority of respondents indicated they had not worked with our client within the past 5 years.
- Those who said they had worked with our client in the past 5 years all had positive comments to share and all said they'd be "Likely" or "Highly Likely" to refer them to others.

This translates to the fact that our client has been missing opportunities to leverage their existing relationships inside this account to capture new business opportunities in other divisions.



Overall Capture and Proposal Resources



OPPORTUNITY

58% of respondents reported that they use either a combination of external resources and in-house teams, or exclusively use external resources only for Capture and Proposal Resources

This was highest in the IS&T division which means it would be worthwhile for our client to invest time in educating the stakeholders in that division on capabilities



SELECTION CRITERIA

We asked the contacts to indicate what they considered very important, important, or not important when choosing a consulting partner.

The criteria included:

- Performance
- Domain Knowledge
- Price
- Proven Capability to Win
- Easy to Work With
- Proven Capture and Proposal Methodology

In all divisions, the most important criteria that were cited as VERY IMPORTANT were Performance (61%) and Proven Capability to Win (48%).

We then went on to ask – Which are the TWO most important criteria? Of the 41 responses, Performance and Proven Capability to Win again remained the TOP criterion for determining who to work with. When broken down by Division, we saw the same results.



COMPETITIVE LANDSCAPE

We asked the contacts which outside firms they most often use. In addition to our client, there were 12 different firms named.

Those who gave a reason for their preference shared the following responses:

- Quality of Work (33%)
- Specialized Expertise (33%)
- Established Relationship (22%)
- Price (11%)

VERBATIM COMMENTS

"I've used several but no one firm stands out that we use most often. It comes down to the individuals from a firm we will be working with rather than the 'brand' of the company/company name."

"They are a small firm and their costs are way less. I think your client's price/cost is similar to a comparable size firm but this firm is smaller so costs less."

"I have worked with them in the past. I know their strengths and weaknesses and they know our processes."



summary overview

BUSINESS DEVELOPMENT

Based on responses, our team identified three areas where stakeholders indicated there was a gap in capabilities where they felt they were currently underserved.

These gaps represent opportunities for our client to educate the various divisions within this target account about their capabilities.

Specific opportunities were identified in Competitive Analysis, Program Management Integration and Master Plan and Master Schedule

We asked the interviewees if they'd consider working with our client in the future.

A little over half (52%) said they would consider it

Of the ones who would not consider it, half said it was because decisions were not made at their level and the other half said it was because they don't outsource. Only one respondent indicated they would not consider it because they prefer their current provider.



30%

Indicated that our client would have an opportunity for future work if they could address pricing, issues with specific personnel or repair past damage to the relationship

24%

Agreed to schedule a meeting to talk with someone at our client to discuss future opportunities

We delivered a 200-page report which contained the summary of intel and key insights our team captured during this initiative.

In addition we provided a break out of all verbatim comments in every category as well as the complete interview transcripts.

Get in Touch

marketlauncher.com

