



# Revenue growth can be a challenge, but...

Companies using market research to guide decision-making are **3 times more likely to achieve above-average revenue growth.** – McKinsey

Organizations with a rigorous strategic planning process are **70% more likely to be among the fastest-growing companies** in their industry. – Bain

Companies with strong execution capabilities are **2.2 times more likely to outperform their peers** in terms of profitability. – PwC

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## About MarketWise

We help companies grow. We do this by putting them on a well-planned and practical path that leads them to their revenue and profitability objectives. We get meaningful results by applying decades of commercial expertise and critical thought to every project, so that achieving the stated objectives is the logical outcome.

MarketWise is focused solely on growth. From finding new market opportunities, to developing new offerings, to competing more effectively, to expanding to new geographies and much more, MarketWise drives the strategies that work, based on many years of practical experience, in a variety of industries, selling to all types of customers.

While other firms can assist with research, strategy and even execution, MarketWise is unique, in that it's made up of project teams that have successfully run significant growth initiatives within other companies, many times; and they've succeeded. With MarketWise, you get seasoned, best-in-class commercialization experts who have dedicated their careers to experimenting, learning and then applying those lessons to drive revenue growth.

## What One Client Said

*"We have been blown away by this firm's expertise, and they have led us to some amazingly creative ideas, while at the same time ensuring we have the foundation in place. I feel a true partnership like no other, and I can't recommend MarketWise enough. We have been treated like their biggest and best customer throughout, when undoubtedly, we are not. I don't think I've ever seen, in my 10+ years of being a CEO, a better partner."*

**- JD Harris, CEO, Argent Reach**

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Take the assessment: [www.marketwiseadvising.com/assessment](http://www.marketwiseadvising.com/assessment)  
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## Common Services

Most MarketWise engagements start with a **Growth Readiness Assessment** within the client's organization. This is a discovery process, with the intent of understanding the current growth strategy and where gaps and roadblocks exist. Once the assessment is complete, findings and recommendations are presented to the client, after which a discussion of which projects should be chartered and in what order occurs.

For a quick, real-time assessment, go to [www.marketwiseadvising.com/assessment](http://www.marketwiseadvising.com/assessment).

### **Market Research (examples):**

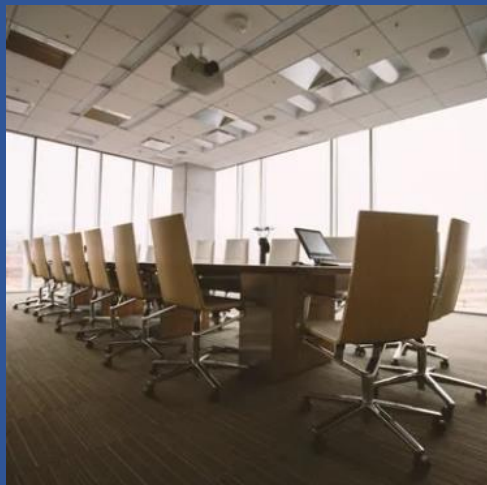
- Understanding macro trends
- Discovering unmet needs
- Vetting the competitive landscape
- Conducting new concept testing
- Understanding customer segments
- Testing price sensitivity
- Determining buying preferences
- Vetting customer personas
- Testing value proposition/messaging

### **Strategic Planning:**

- Determining long-term objectives
- Conducting SWOT analyses
- Developing strategic imperatives
- Building business cases
- Prioritizing product/service features
- Scoping minimum viable products
- Developing product roadmaps
- Constructing go-to-market strategies
- Creating annual operating plans

### **Commercial Execution:**

- Setting up milestones and owners
- Building processes to review progress
- Creating pricing models/tools
- Building marketing/technical content
- Assembling lead generation programs
- Executing press relations plans
- Developing commission plans
- Scoping needed partnerships
- Solving unanticipated challenges



## Fractional Roles

Some organizations need the broad base of expertise and involvement of a chief marketing officer (CMO), chief commercial officer (CCO) or chief revenue officer (CRO), but they can't yet justify a full-time role. In these cases, MarketWise can provide fractional executives for a defined or open-ended timeframe. Fractional roles are typically contracted at 25%, 50% or 75% commitments.

## Education

MarketWise can cover a variety of speaking topics, based on decades of real-world experience and lessons learned. Each presentation (or workshop) is tailored to the specific objectives and interests of the audience. A few of the popular topics include:

- *Start With Research*
- *The Basics of Strategy*
- *Executing to Win*
- *Built from Bricks*
- *Leadership First*
- *The Journey*



**MarketWise**<sup>TM</sup>  
Research | Strategy | Execution