



# LUMERIC™ Project Summaries

**Project Type:**

Market and Sales Strategy

**Sector:** Cleantech /

Soil Remediation

**Company Size:** \$150M +

**Company Position:**

Market Leader

**Client Level:**

CFO

**The Critical Decision:**

What steps can the client take to improve marketing and sales effectiveness?

**The Answer:**

Client should move from a one size fits all marketing and sales model to a segment specific approach targeting resources at the most profitable groups of customers and prospects in the market

**The Discussion:**

The client was a regional leader in providing soil removal and remediation services. Strategically, the company had established itself in a strong market position built around effective soil processing and regulatory compliance. However, tactical communications were not catered to the specific needs of the most desirable customers valuing the company's offer leading to lost business.

Through a series of in-depth qualitative interviews with current and former customers, Lumeric determined there were several segments in the market that valued all or certain components of the client's market offer. Lumeric then developed value propositions that would be attractive to these segments and a qualification process identifying and prioritizing customers and leads that fall into the most desirable categories. 