

Execution

A small consulting firm wants to generate 1M in revenue, but is selling primarily to entrepreneurs and small businesses. In addition, the owner has failed to maintain contact with the mid-size clients he has worked with in the past.

Here's how an improved execution strategy doubled revenue within a few months:

- switched focus from small businesses to mid-size clients with bigger pockets
- the owner became active in an association geared toward mid-sized businesses in their niche market
- improved the existing methodology and the look and feel of their marketing communications
- moved from cost-plus to project-based pricing
- developed more compelling success stories
- won two substantial contracts within a few months that generated other work within the industry

All the changes were designed to appeal to mid-size businesses. For instance, project-based pricing guarantees a fix cost and – although costing more - it appeals to the desire of Fortune 2000 companies to work with suppliers who will remain in business.