

Frost & Sullivan's Virtual Think Tank: Driving Relationships through Thought Leadership

Introduction

This case study of Qualfon is based on a May 2014 survey of Frost & Sullivan Virtual Think Tank customers by TechValidate, a 3rd-party research service.



“The VTT drives excellent industry education, provides an opportunity for lending thought leadership and allows a sponsor to better understand the pain points of prospects and the industry.”

Challenges

- Was unable to start or further develop relationships with key decision makers

Use Case

- Sponsored a Frost & Sullivan Virtual Think Tank for the following reasons:
 - To position themselves as a thought leader
- Their sales team was able to gather more candid pain points, challenges, and strategies than they would have on their own.

Results

- Would strongly recommend a Frost & Sullivan Virtual Think Tank as a thought leadership tool.
- Recommends a Frost & Sullivan Virtual Think Tank as a business development tool.
- Is confident they will get a great return on their investment after the dialogue with their prospects and/or customers at the Frost & Sullivan Virtual Think Tank.
- Would strongly recommend sponsorship of a Frost & Sullivan Virtual Think Tank to their peers.
- Found the Frost & Sullivan's Virtual Think Tank to be the best sponsorship investment of its kind.
- Describes Frost & Sullivan's Virtual Think Tank as the following:
 - Extremely innovative and unique

Company Profile

Company:
Qualfon

Company Size:
Large Enterprise

Industry:
Consumer Services

About Frost & Sullivan Virtual Think Tank

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

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