

Case Study: Small Business Professional Services Company

Introduction

This case study of a small business professional services company is based on a March 2016 survey of The Skills Connection customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“We use The Skills Connection to advise us in sharpening our messaging and they were there to help and advise us in a tough situation. They always bring a perspective to the table. That is why we would recommend them.”

“Beyond the dialogue with analysts, the process has really helped us to focus on what we need to do in generating information within our business overall.”

Challenges

- Engaged with The Skills Connection for the following reasons:
 - Wanted to learn how to effectively differentiate themselves from their competitors when talking with analysts
 - Wanted to change their position in the MQ/Wave/Marketscape to generate new business

Use Case

- Uses The Skills Connection to:
 - Show them how to gather the right information for analysts
 - Show them how to effectively communicate their story to analysts
 - Help them improve their position in an MQ/Wave/Marketscape
 - Focus just on what was needed, and avoid wasting time on anything else
 - Create an internal learning environment so that their team can be more effective in the future

Results

- Experiences gained with The Skills Connection:
 - Confidence communicating the unique value of their solution to analysts
 - The ability to create a strong evidence-based case to analysts covering their product / service
 - The skills needed to communicate with analysts in the future
- Benefits from working with The Skills Connection:
 - Made the most effective use of their internal resources
 - Effectively communicates the unique value of their products / services
- Rates The Skills Connection 5 out of 5 stars.

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Small Business

Industry:
Professional Services

About The Skills Connection

The Skills Connection helps technology companies to get the right results from analyst engagement. They work with technology clients that want to optimize their chances of success in a Gartner MQ or Forrester Wave assessment. In addition, they work with elite analyst firms, providing coaching and training services to sharpen delivery and improve client satisfaction and renewal rates.

Learn More:

[The Skills Connection](#)