

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 support one specific analyst study, but also use this experience to inform and influence all our other analyst interactions.”

“They add great value to the analyst management process.”

“We would certainly recommend them. They offer strong expertise that has made us much more focused and effective in all of our analyst interactions.”

Challenges

- Engaged with The Skills Connection for the following reasons:
 - Did not have the in-house expertise to effectively engage with analysts
 - 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
 - Create an internal learning environment so that their team can be more effective in the future
 - Provide the tools and best practices needed to build a strong case for analysts
 - Create compelling evidence-based cases for analysts

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:
 - Positively shifted their position in the MQ/Wave/Marketscape
 - Received better results than when they had engaged with analysts
 - Provided their internal team the tools and skills to effectively engage with analysts
- Rates The Skills Connection 4 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](#)