

# Small Business Professional Services Company

## Introduction

This case study of a small business professional services company is based on a May 2020 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 for developing and executing our analyst relations plan.

The team at The Skills Connection are real pros and provided great guidance to help us develop our analyst plan and briefing decks, as well as work with each presenter to have compelling content, examples and talking points for those briefings. For analyst inquiries, they also helped shape our prep questions and content to make sure we got the most from each analyst interaction.

I would recommend The Skills Connection because of their experience, expertise and clear, direct and constructive feedback. I found them to be a great partner to work with throughout the process of developing our analyst relations plan, executing on it, and continuing to hone it as our relationships with analysts evolved.

The Skills Connection was able to bring value to us by providing a clear analyst strategy and plan along with helping us develop compelling analyst briefing decks — both for introductory analyst briefings and for product launch briefings.

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select The Skills Connection:

- 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

## Use Case

The key features and functionalities of The Skills Connection that the surveyed company uses:

- Uses The Skills Connection to:
  - Provide the necessary expertise to effectively engage analysts
  - Show them how to gather the right information for analysts
  - Show them how to effectively communicate their story to analysts
  - Provide the tools and best practices needed to build a strong case for analysts

## Results

The surveyed company achieved the following results with The Skills Connection:

- 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
  - Received better results than when they had engaged with analysts
  - Provided their internal team the tools and skills to effectively engage with analysts
  - Effectively communicates the unique value of their products / services
- Agrees with the following statements:
  - met their internal schedules and deadlines: strongly agree
  - ensured they met schedules and deadlines for the analysts: strongly agree
  - facilitated the co-ordination of activities across their internal response team: strongly agree
  - acted as an extension of staff: agree
  - enabled them to focus on what was needed and avoid wasting time on anything else: agree
- Agrees with the following statements:
  - collaborative: strongly agree
  - knowledgeable: strongly agree
  - service-oriented: strongly agree
  - value for money: agree
  - best practice focused: strongly agree

### 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](#)