

CASE STUDY

Helping a professional service firm
successfully enter a new geography

We were hired to help a professional services firm expand

GEOGRAPHIC EXPANSION

- Does it align with our current strategy?
- Will our offering win there?
- How should we enter?



SATOV APPROACH

- Challenged their overall strategy
- Uncovered new insight through primary customer research
- Scoured the new market for customers and acquisition targets
- Created a data rich business case



WE HELPED THE CLIENT

- Develop an entry strategy
- Identify a target firm
- Acquire and integrate the target
- Achieve sales growth and synergy with their base

Does this sound interesting? Email us to get more details.

We challenged their corporate strategy

How effective is our current strategy?

- Are we really as unique as we think we are? Do we need to be?
- Do our low margin services drive profit elsewhere?
- Do we focus enough on cross selling our whole offering?
- Should we focus on specific sectors?
- Has our emphasis on growth from new partners been accretive?

How will we grow?

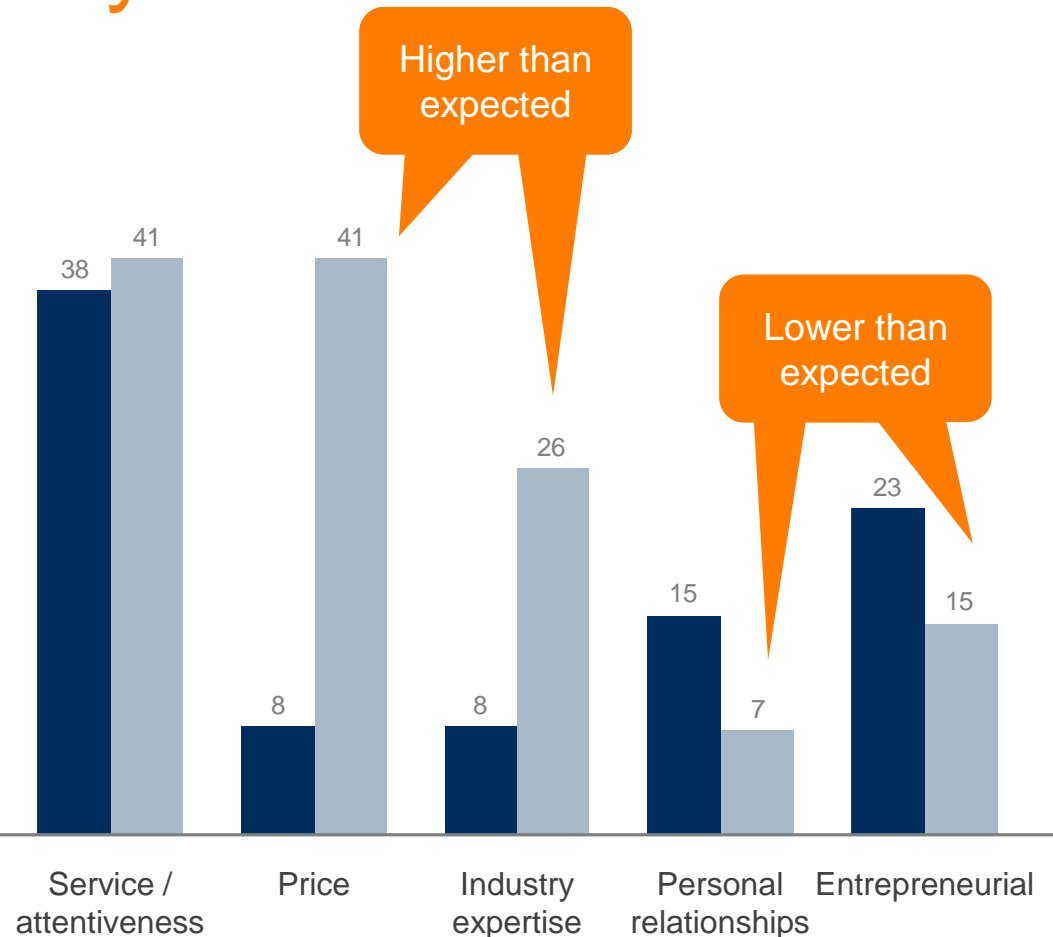
- Our current clients seem happy, but what about the ones we lost, and the ones we never had?
- Is there enough room to grow in our home market?
- How critical is the selected geography to winning in Canada overall?
- Are we looking to expand to other markets next?

We helped the management team **think differently**

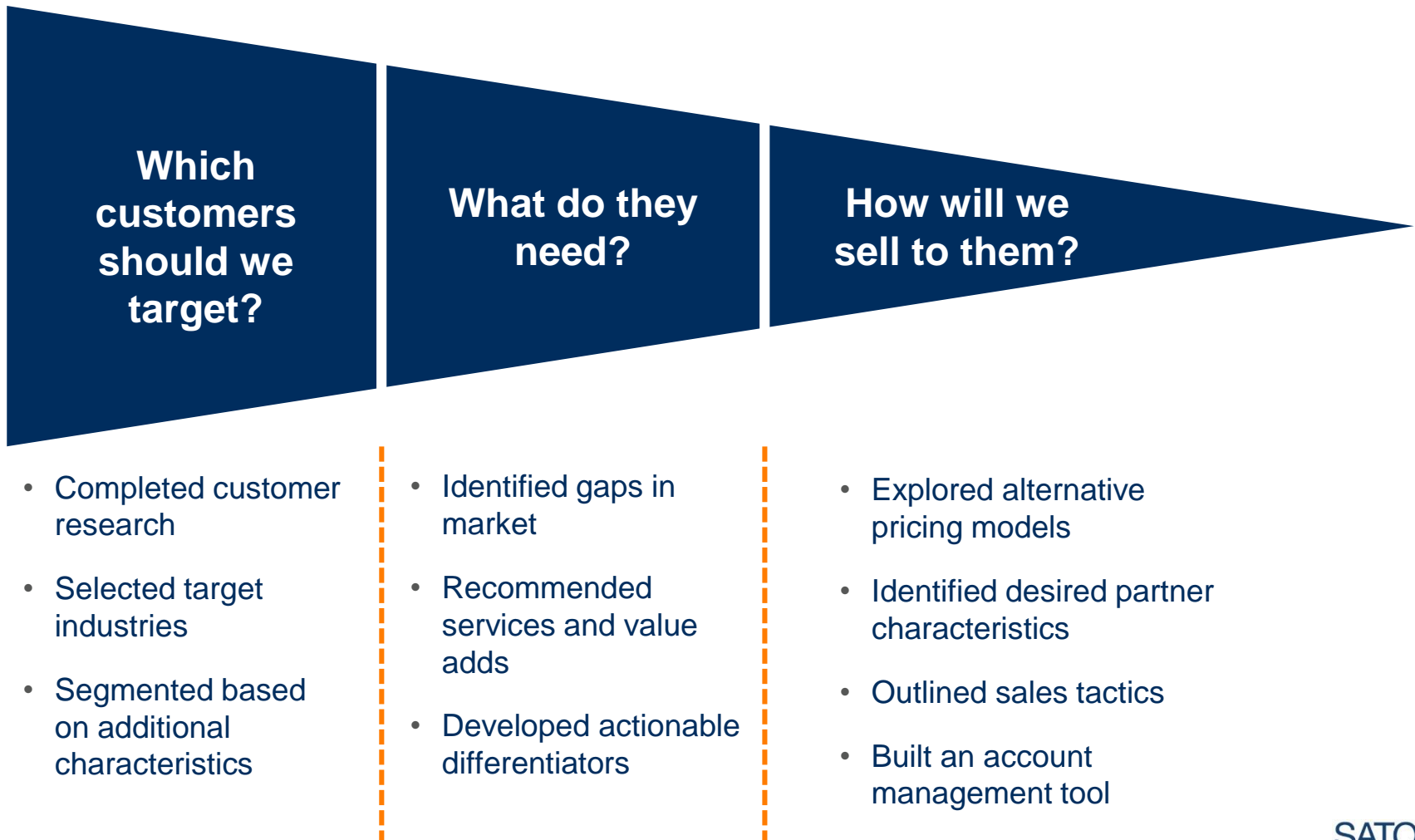
Purchase criteria of current and prospective locations

% OF RESPONDENTS WHO STATED CRITERIA

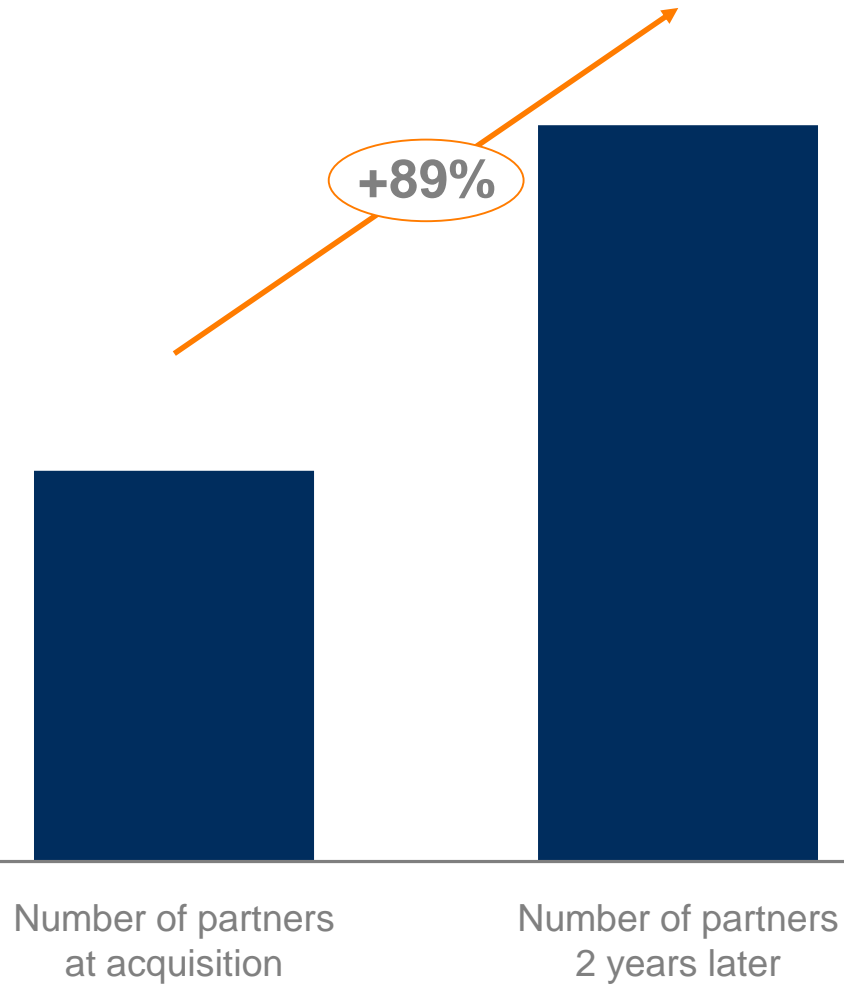
■ Current location
■ Prospective location



We created an **entry strategy** they could implement



Our work worked



Note: constant revenue and margin per partner