

• **Situation & Challenges**

The client is in the business of providing accreditation services among others to educational institutions. They had all the relevant data, resources & knowledge for implementing the service but needed a sales strategy to be able to target customers effectively in addition to structured sales kit with comprehensive product-related processes.

• **Our Approach**

- Gained insights through current market analysis & process information related to the service through discussions and devised a segmentation strategy.

- We identified the key value proposition, service experience & messages for each key segment and structured the detailed service processes to be incorporated into the sales kit.

- We developed an overall sales kit conveying the key benefits, processes and differentiation of the client’s products.

| | Pure Cost Reducers | TA Supply Constrained | 1 st time Accreditation seekers | Accreditation renewal seekers | Quality/ Value seekers |
|--|--------------------|-----------------------|--|-------------------------------|-------------------------------|
| Private Universities | Low to medium fees | | | | High end private Universities |
| Business School Primacy | | | ✓ | | ✓ |
| Universities with limited reachability | | ✓ | | | |
| Comprehensive & Baccalaureates | ✓ | ✓ | ✓ | ✓ | |
| Online Universities | | | ✓ | ✓ | ✓ |

• **Result**

Based on our recommendations, the client is now able to successfully target its customers and achieve sales.