



Market Development

Winning Strategies, Substantial Rewards

Effective market development is essential to creating value out of the promise of every customer-facing partner relationship. Marketing techniques for collaborative business relationships go beyond product, place, price and promotions – to influence, develop, and execute programs in a collaborative environment.

Service Offerings

PhoenixCG offers a full spectrum of market development services for collaborative business relationships:

Strategic Planning and Programs. Craft marketing strategies and programs that achieve specific business goals, such as growth or innovation.

Positioning and Messaging. Align your organization, customers and influencers around strategic market positions and value propositions. Communicate messages to the right audiences.

Market Research and Competitive Analysis. Leverage your partnerships to their fullest potential. Positively differentiate your partner program to competitive advantage.

Partner Acquisition Programs. Go after partners that fit your strategic business objectives. Attract and retain partners with solid value propositions that sell themselves.

Joint Solution Development. Use best practices to co-develop and co-brand joint solutions with your partner. Understand the value chain and define whole product solutions that meet customer needs

Go-to-Market Planning and Execution. Optimize outbound marketing for sell-through and sell-with collaborative relationships.

Customer Impact: Value Proposition Development

Challenge

One of the world's largest software companies was interested in harnessing the innovative power of partners to help them expand the vertical solutions available for their enterprise application development environment. They needed a value proposition that would not only articulate the business value of partnering with them, but would also create viral power, urgency and momentum for partnership.

PhoenixCG Approach

PhoenixCG conducted an audit of the existing partner program, marketing materials and thought leadership documentation. We also conducted a series of in depth, qualitative interviews with company executives, sales people and top partners. We summarized and presented our findings to the core partner team.

Client Value

PhoenixCG created a value proposition based on a win-win-win scenario, where the value proposition was equally compelling for customers, for partners and for the company. The company is using the value proposition to not only recruit new partners, but as a basis for evolution of the partner program itself.



Marketing Metrics and Analysis. Effectively manage and advance your partner program and customer outreach via partners. Adopt regular surveys to spot trends, address mission critical business pains, and formulate better strategies over time.

Custom Publication Development. A publication service that will research, develop, write and/or produce your story as a case study, placed article or white paper.

Workshops

In addition, we have strategic workshops that advance the effectiveness of working with partners.

Co-branding and Co-Marketing Planning for Collaborative Business Relationships

Let's face it – when it boils down to it, we partner to meet specific business goals that will ultimately profit our organizations in some tangible way. To achieve these benefits, it's essential that the parties agree upon their core value proposition and marketing strategies. In this workshop, you will use structured processes to formulate your own winning value proposition that appeals to you, your partner, and your joint customers. Then, you will formulate and plan an effective marketing program. Included in the workshop are tools and templates to take with you to apply to your partnerships and collaborative business relationships at work. To find out more about attending a workshop or hosting one at your organization, send an email to events@phoenixcg.com.

Positioning and Messaging for Collaborative Business Relationships

Organizations collaborate to achieve specific objectives that they cannot reach on their own. While the value proposition of the partnership and your product offering may be agreed to, aligning your larger organizations around a joint market position and clear messaging can be a real challenge. In this interactive workshop, you will learn road-tested strategies to align your organizations. You will also formulate a clear messaging hierarchy for your partnership or solution using defined processes and tools. Included in the workshop are tools and templates to take with you to apply to your partnership and collaborative business relationships on the job. To find out more about attending a workshop or hosting one at your organization, send an email to events@phoenixcg.com.