



Evangelizing and Selling A New Product: newScale

THE SITUATION: EXPLAINING A NEW KIND OF PRODUCT

Prior to newScale, software available to address the problems of internal services organizations did not exist to this degree. Consequently, many prospects asked newScale sales representatives, "What is the financial value proposition for buying newScale's product, Request Center?" newScale wanted to give its reps a financial sales tool that could authoritatively demonstrate savings to CFO's – without training their reps in the intricacies of corporate finance.

SFCG'S ROLE: A FINANCIAL ANALYSIS SALES TOOL

SFCG found interview targets in this emerging market and combined their feedback with industry research, solidifying newScale's place as a thought leader. newScale's ROI sales tool educated prospects on the benefits of running service delivery like a business. The ROI delivered an independent financial analysis tool prospects could use to model the impact of newScale across their entire organization. SFCG's security and model mode modules enable newScale reps to control the analysis throughout the sales process.

RESULTS: GAIN PROSPECT TRUST

"Prospects are impressed with our grasp of their business challenges. The ROI tool that SFCG built for us enables us command the attention of the decision makers we need in order to drive a buying decision. Despite a down economy, our ROI tool is one reason we've been able to be successful in our chosen market."

-- Mark Hamilton,
Vice President, Marketing

ABOUT NEWSCALE

newScale enables the internal service groups within Fortune 500 companies (like IT, facilities management, telecommunications, etc) to run their service organizations like a business. That is, they can respond to the demands of their 'customers' quickly with efficient, cost effective service.

ABOUT SFCG

Founded in 2001, San Francisco Consulting Group focuses on delivering actionable strategy through primary research and quantitative analysis. Our products include ROI Analysis, quantitative case studies and white papers. Our spectrum of clients runs from non-profits to the Fortune 500.

FOCUS AREA: Sales Tools

KEY ACTIONS:
Industry interviews,
financial analysis and
presentation tools.



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Mark Hamilton,
Vice President,
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