



SCL- International
Your Success Partner



CASE STUDY # 3

**A Swiss
company
looking to
expand its
footprint in
India**



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01



What urgent **problem** was my **customer** facing?

Our client, a Swiss global company wanted to expand its customer base in India. SCL-International was brought on board to assist their endeavours.



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What our research revealed?

02



Detailed investigations revealed that their business was heavily leveraged on two principal global companies

To mitigate the risks, SCL advocated that they deploy granular sales approach utilizing research-based cold-calling.



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03



What concern did the customer raise?

The client raised a concern that —

Initially, the client was concerned about the efficacy of this approach, expressing doubts about the feasibility of attracting new clients within a short timeframe.



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What **insight** did **04** SCL-international → **share?**

SCL-International proposed that implementing a targeted approach focused on personalized engagement and value proposition tailoring would yield successful client acquisitions.



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05



How did SCL discover value-in-use?

This hypothesis was tested by initiating a pilot program, targeting specific hard-to-reach accounts with personalized pitches and solutions.

This was followed by cold-calling and initiating collaboration with clients on several co-development endeavours.



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What was the business outcome?

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After implementing the recommended strategy, the company successfully acquired three new clients within 8 months.

This resulted in a notable 6% increase in local top-line revenues and a 3% increase in the bottom line.



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07



What was the nature of impact?

The increase in revenues and bottom line showcased the effectiveness of the granular sales approach, emphasizing the importance of a diversified clientele to ensure business stability and growth in the Indian market.



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“

Diversification is not just a risk management strategy. It's a growth strategy essential for long-term success.

”



www.scl-international.com

S. Shekhar

