



JRocket Benefit:

CMO Perspective

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## ***IT Consulting Firm Primed for Success***

In times of slow economic expansion, it's not unusual for top strategists in a company to ask themselves how they can better serve their existing clients. What is unusual, however, is the success recently achieved by a consulting firm in the information technology industry.

This firm realized that the services they historically provided to help companies develop business strategy could be repurposed to help their clients construct focused, viable marketing programs of their own. Done properly, this new service could flow seamlessly with the firm's traditional consultancy. The firm's Vice President of Business Development said, "We needed guidance from an experienced marketing professional on how to map our offerings to various marketing solutions."

With high goals for revenue growth and deliverables due on tight timeframes, JRocket Marketing was given the job. "We used the JRocket framework immediately in customer engagements and the response has been very strong, helping us to quickly build credibility with our clients," said the VP. "With JRocket's assistance, we were able cut our time to market by at least three months, which resulted in one full quarter of bookings above the initial plan."

But short-term wins do not encompass the full scope of JRocket's value. Guidelines are essential to the ongoing work, after JRocket's President, Judith Rothrock, steps out. "JRocket presented us with a useful

reference document," notes the VP. "It's extremely well organized, with detailed tactical sales advice. The fact that we did not give her much time to produce this report did not compromise the end result." Rothrock also developed and documented selling scenarios, to help train the firm's sales force. "JRocket proved to be everything we want a consultant firm to be — high-energy, committed, and creative."

"Early on, JRocket also gave us some general marketing and product presentation advice. We thought the suggestions were good but felt it was too late for us to implement changes. As it turns out, we are implementing many of them now. JRocket was right."

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"JRocket Marketing has developed an excellent business model," the VP states. "Companies with short-term needs have the opportunity to tap into her deep experience and creative talent. While she works with larger organizations like ours, Rothrock is also a great find for emerging companies who need CMO-level perspective without the overhead. She dives in, delivers value immediately, and primes her clients with the tools to succeed."