

## Global Consulting Firm – Research

---

**CHALLENGE:** The transportation practice of a multinational professional services firm looked to build its business case, better define its value proposition, and enhance exposure and presentation in the market.

**ACTION:** Recruit **30 global** transit executives. Work closely with client's business development team to create strategic interview guide focused on trends, best practices, influences and opportunities. Conduct hour long interviews with each executive and compile all findings into a branded whitepaper for the client.

**RESULTS:** Research findings assisted the client in their development of a new transit point of view and sales strategy. This strategy was brought to market and resulted in global sales opportunities throughout the transportation space.

**KPIs:** A focused sales strategy that effectively generated new business.