

CASE STUDY

ARUP

How a global company evaluates new business opportunities

Our client, a specialist skills division of Arup, the global leader in engineering and construction design, was targeted with achieving growth by attracting external customers.

This was a new development as the division's previous focus had been solely on serving the company's own client-facing operations.

We helped Arup achieve their goals by:

- Identifying and clearly articulating the regulatory and business factors which drive demand for their services;
- Identifying the added-value which their specialist skills could bring external customers, as well as their competitive advantages which included great breadth of expertise and global resources;
- Short-listing a set of high-value potential customers whose complex requirements fitted our client's added-value capabilities;
- Contacting and developing early-stage relationships with key contacts at the short-listed potential customers, and priming them for development by our clients technically qualified specialists;

We have to date (March 2009) completed six successful projects for Arup. All have produced highly targeted and well qualified key prospects, several of which have converted into strategic, corporate-level projects.

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