

# PROVIDING SUBJECT MATTER EXPERTISE TO HELP A SPECIALTY MOTOR MANUFACTURER DEVELOP A SALES AND GROWTH STRATEGY



Specialty Motor Manufacturer

The client was a European manufacturer of specialty motors used in high-end markets such as medical devices and robotics looking to define their growth and sales strategy over the next few years.

## CHALLENGE

The client requested to speak with subject matter experts (SMEs) from PreScouter's global network in the following areas of expertise:

- **Sales and marketing executives** at leading competitors who could discuss pricing strategies in the markets of interest to the client
- **Technical SMEs** who could advise the product development team about potential suppliers and technical service providers, materials selection, and use of novel technologies like additive manufacturing
- **Procurement specialists** at potential and future customer organizations who could comment on new features needed and highlight pain points in the offerings of competitors

## APPROACH

PreScouter arranged **5 subject matter consultations** segmented over 3 different client needs within the client's required timeframe. Some of the experts were made available to the client within 3 days of the request.

## OUTCOME

The expert consultations provided by PreScouter proved invaluable to the client in defining their growth and sales strategy. The insights gained allowed the development team to avoid wasting months testing technologies that they realized were not relevant.



**Several client consultations with executives and procurement specialists from the PreScouter team led to potential technology partnerships and sales partnerships in new markets. The client returned to PreScouter with a new request for SME consultations within a few weeks of the end of the project.**