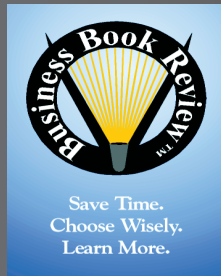




MAVERYCK
MARKETING

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“Maveryck helped BBR increase its gross revenue by 40% during the first year of the relationship.”

CASE STUDY

Maveryck Transforms Marketing Targets into Loyal Customers Business Book Review’s Revenues Grow 40%

Challenge

Founded in 1983, Business Book Review, LLC (BBR) was a young company whose limited human and financial resources were impairing the company’s growth in 2006. John Fayad, now former CEO and Publisher, knew the company needed to expand its market base—to engage not just more customers but in a broader base of industries—in order to put the company on good footing for the future. But how to do that cost-effectively?

Solution

Fayad engaged Maveryck Marketing Group, LLC to look at the sales and marketing issues it faced and create an action plan for tackling those issues and increasing revenue.

Through a series of working meetings and research, Maveryck immersed itself in BBR’s business and established an educated approach to the company’s market. Keith Philpot, Maveryck’s Chief Consultant/Managing Member, led a process that started with identifying targets and conducting an in-depth study of each target’s business and key contacts. Maveryck learned the language of the BBR product and the needs of the target audience. This step identified the best communication method for each contact.

With the foundation laid, Maveryck was able to introduce BBR’s services to the right people in a way that was specifically relevant to each of them.

This cycle of 1) studying the client’s environment. 2) creating the appropriate approach and 3) consistently following up allowed Maveryck to reach the decision-maker and establish a relationship on behalf of BBR based on competency and trust.

Results

Maveryck’s ability to operate as an extension of BBR’s sales and marketing function allowed it to reach industries BBR had not been able to penetrate: retail, telecommunications, construction, airlines and state government. The result? Maveryck helped BBR increase its gross revenue by 40% during the first year of the relationship.

Of note, one cold call was transformed into a substantial sale that includes annual renewal with a Fortune 500 company with 60,000 employees and \$21 billion in annual revenue.

With its ability to quickly understand BBR’s product and service, Maveryck was able to translate their offering into benefits that were specifically meaningful for each target, producing loyal BBR customers. By creating and developing key relationships with high-level executives within large companies, Maveryck helped position BBR for growth.



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