



## Bioscience Contract Services Organization

- **Opportunity**

A \$3 million bioscience contract services laboratory serving the pharmaceutical industry was seeking to accelerate growth by marketing their distinctive capabilities. The served market niche was narrow and resources available to invest in pursuing growth were limited.
- **Solution**
  - A growth assessment produced a compelling value proposition and branding message built upon the company's scientific expertise, proven accuracy, and sense of urgency.
  - A customer-partnered selling strategy was implemented to build relationships, and alternative market channels were developed to expand the number of customers.
  - Pricing strategies were executed that encouraged growth while helping customers achieve development schedule and cost goals.
- **Results**
  - Sales grew an average of 20% per year.
  - The number of contracts per existing customer increased for the top 30 customers.
  - 40 to 50 new customers were added each year.
  - New products increased the average selling price and added markets, increasing sales.