

Stratinn

**Customers don't
have to buy
from you.**

Let's make sure they do.

Ever thought...

...how do we set a clear vision for the business and build a plan for how we'll get there?

...how do we succinctly explain why our customers should come to us rather than competitors?

...how do we align decision-making around a strategy or focus for growth?

...how do we create a compelling story to tell the market, one that our people and customers can get excited about?

The lack of aligned direction and messaging in your business can be utterly **frustrating and confusing**. If you feel like that, there is a high chance your customers and people will feel the same way, **impacting the potential growth** of your business.

Imagine IF, you could find a way to draw your customers in today and position yourself to attract new customers in the future.

Time to crack the **power** of your Proposition.

To us, everything starts with your Proposition!

Might sound simplistic but think about it...

A proposition is deciding **what you do (or can do)** and then explaining it in a way that **demonstrates value** to the person who's listening.

It's **THE** thing that bridges the gap between business strategy and marketing. **Without it**, your strategy can become a list of unaligned actions that optimise rather than direct the business, and your marketing can become a list of ideas and tactics hoping to resonate.

If you want customers to pay attention, now and in the future, getting your proposition right is crucial.

How?

Find out what **customers really care** about and speak their language.

Know what **you deliver well** or can deliver better than others in the future.

Explore the gaps your **competitors have missed**.

Build something your **people can believe in** and execute with passion.

Find and define **new opportunities** to grow.

Act as a **foundation for** how you communicate and market.

Making it your **reality** through...

HOW WE BUILD PROPOSITIONS

Robust **Insight**

We go deep, to really understand the problem. This isn't all about data, we like talking to people who know better than us to give us unique perspectives to work from. We use this insight to inform the direction we take.



Creative **Thought**

We wrangle with everything, looking at insights in different ways and working with client teams to develop diverse viewpoints and solutions. We're not satisfied until we have some 'out-there' options to play with.



Real **Testing**

Perfect first time? We wish; hence we add rigorous testing. We test and iterate ideas with customers, your people and leadership to get to the RIGHT answer not just AN answer.



Engage **People**

It doesn't matter if customers love it or how robust the insight is if your team can't execute with passion and intensity, it'll always fall flat. We'll bring your team on the journey and create real buy-in.

We've brought it to life for...

Alamy - Stock media company



Building a proposition that identified the opportunity, positioning and roadmap to support the ambition to 10x their ecommerce revenue over the next 5 years.

"We worked with Stratinn to develop a clear strategy to better understand how we could transform our business to drive significant growth. They very quickly understood our current business position, identified multiple routes we could explore and helped us decide on which one to pursue and how we can do it."

Head of E-commerce

RSA - Global insurer



Developing a near term proposition and identifying experience improvements that have acted as the foundation for 20% growth in customer numbers in the past 2 years in stagnant market.

"What really sets them apart though is their ability to work collaboratively and adapt to our needs - they're a joy to work with, bring a wealth of experience and are far more flexible than a larger consulting firm!"

Commercial Propositions Lead

And our team have worked with many more...

VISA

Nationwide



nPower



A major European merchant bank



Creation of a proposition that enabled the business to shift from product-centric to customer-centric strategy and messaging. Our team helped them understand the emerging customer opportunity, define the product 'bundle' to serve and wrap a compelling story around why they were best placed to help retailers grow.



With a team that's a little different.

As a team, when we are not fixing cars, chasing a little red ball, cooking up a storm or wearing pink clogs (don't ask), we've found our happy place balancing analysis with creativity.

We're an unconventional team of engineers, economists, and marketers, bridging the gap to blend marketing sizzle with commercial sausage to create propositions that connect and deliver.

While sometimes labelled a "B2B Growth Consultancy", our style is to keep things simple and cut through consulting BS. Our job is to help you gain clarity. Clarity on where your growth is going to come from and how you will achieve it, today and in the future.

Our team of experts and network of senior collaborators are deployed depending on the skills needed for the job at hand. With Stratinn, you're never getting the 'grad' fresh out of university to support you. It's always a grizzly practitioner with experience and extra-curricular interests.

Stratinn

Thank you.

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