

## **Case History Color Matching Solution**

### **The Problem:**

As with any new technology, many people don't know they have a need. Prospects have traditional ways of doing things with which they feel comfortable. And the purchasing process is oriented towards buying the traditional solutions. So when an IT company with a new color matching technology wanted to penetrate the market (apparel brands), there was no one really to talk to. And even when they found a need, there was no one who could be persuaded to care because their job performance was measured otherwise.

### **JV/M's Solution:**

Over many years of selling, the professionals at JV/M have recognized that there are some cases where talking to just one person isn't going to get you anywhere. The responsibility for the problem may fall between two functions or organizations. And companies have learned to tolerate sub-optimal performance, or unnecessarily high costs, just because "that's the way it's always been done." The key to breaking in, then, becomes a matter of getting two (or more,) people in the room – conceptually, at least – and getting them to agree that there's a problem.

In color matching at the major apparel brands, there was no real decision maker. There was a designer who cared about matching the color swatches sent by the manufacturers, but it was a manual process with which he felt comfortable. The product manager cared about how long it took to get colors approved, but he built the delay into his schedule. And the CFO cared about costs, but his focus was on reducing manufacturing costs, not product development costs – which were nonetheless significant. So no one owned the problem, or the solution. But by talking to each stakeholder, JV/M was able to help them define the problem collaboratively, and see the opportunity in solving it; and generate many qualified leads in the process.

### **Results:**

Breaking into a hidebound business with a new technology can be a tremendous opportunity, but there are barriers of incumbency and inertia. But professional B2B telemarketing can get people talking, and thinking about new solutions. And for an innovative IT company with a new solution for color matching, it has meant vast new revenue opportunities opening up.