

About client: Client is a leading executive search agency specializing in top management level mandates across multiple countries

Client situation: Client's clients were negotiating with them on scope of services, pricing and terms. Client wanted a clear sense of what competition is doing, so that they could strategise for the market growth

What we did: Our solution had following elements

- Surveying client's clients and potential clients to understand who they are working with and why
- Identified key buying parameters and the weightage for the same for the executive search services
- Identified key competition and terms at which they are selling
- Estimated market size of competition in key accounts

Outcome

- Inputs from the report went into deciding the final non-negotiable pricing and other terms for our client's services
- 2-3% improvement in price realizations over a period of 1 year