DASH **G-LAB 2017** Bogota, Colombia









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Company

DASH is a Colombian startup offering an educational B2B service to improve the way large companies train their support staff



Initial challenge

Our G-Lab team was presented with the task of developing a strategic growth plan to help Dash to:

- Build a strong sales process
- Validate the current pricing model and present improvement suggestions.
- Use analytics to constantly improve the service and inbound marketing





Sales

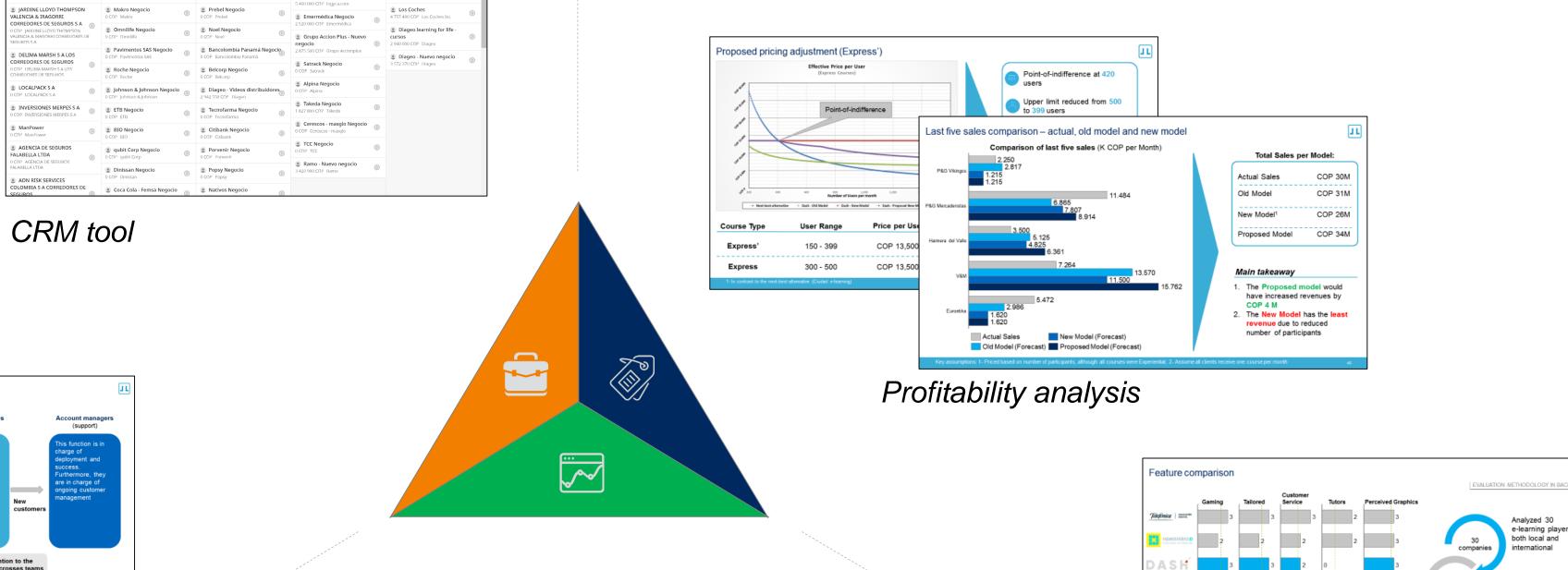
This work stream had two main objectives, create a solid and **repeatable sales process** and set the correct **tools** in place. Hence, we created a sales book, defined the outreach materials and selected (and configured) a CRM

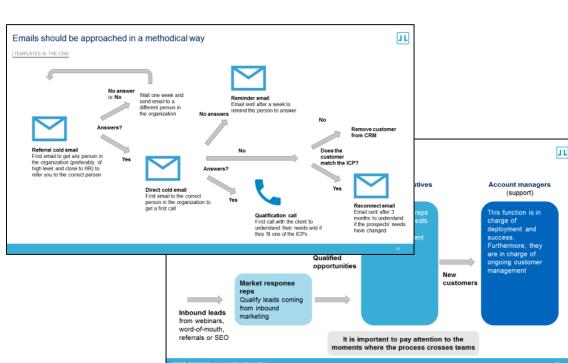
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Pricing

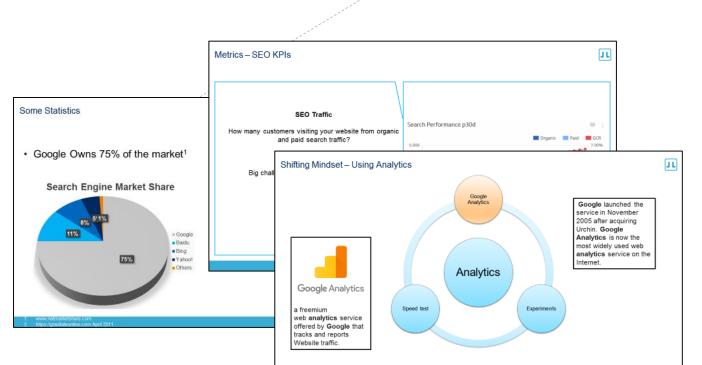
We focused our efforts on analyzing different pricing architecture utilized by Dash.

Subsequently, we suggested some adjustments (e.g., modify the user range for each product category). We conducted an analysis to support a new value marketing campaign. Finally, we suggested pricing and value discounting strategies



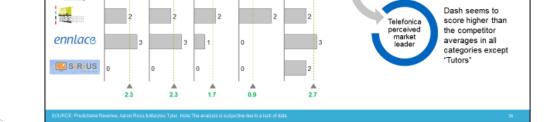


Sample of the Sales book

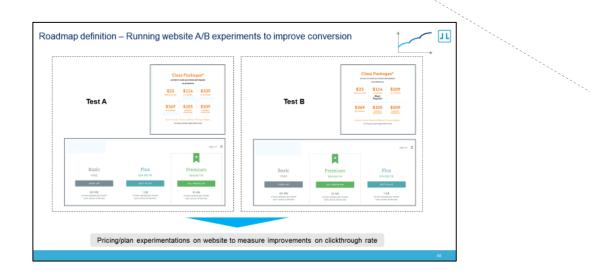


Analytics

Regarding this topic we focused on teaching **SEO** to the team and implementing it afterwards in the company's webpage. In addition, we analyzed the customer service request and gave recommendations to reduce them (e.g., publish FAQ and use a customer service tool). Finally, we recommended experiments to improve the product



Competitor's Benchmark



Example of experiment

Colombia

SEO training

