

# Client Profile: Progressive Solutions International

bodyproject

## The Challenge:

The company has a developed brand and communication approach to support strong performance in its existing markets; however to enable its growth needs and support a new strategic direction the company needed to review the requirement going forward.



## Background:

Since its inception ten years ago Progressive Solutions International has developed to become a leader in its marketplace. Now, the company has ambitious plans for expansion and intends to create huge value in the regional economy through the creation of jobs and inward investment.

## What we did:

To provide the right support at such a critical stage in its business evolution, and in order to frame the long term plan to achieve the vision of the company we carried out a stakeholder assessment using the Bodyproject Stakeholder Management Methodology.

This gave great insight into the critical success factors PSI needed to adopt to ensure its ability to build sustainable and profitable stakeholder relationships going forwards.

We were able to recognise and acknowledge its many existing attributes, not least its excellence in concept creation, new product innovation and technical competence, and make recommendations to elevate and revitalise marketing practice, PR and internal communications.

## The outcome:

The outcome of the stakeholder assessment process set out priorities for reform that have been embraced by the whole PSI leadership team.

Bodyproject has helped develop a communications strategy delivered through four disciplines: sales including advertising, internal communications, marketing and public relations.

Primarily we have enabled a new form of marketing in support of sales including provocation and consultative sales supported by Web 2.0 and a series of mini campaigns around product and solution offerings. We have an ongoing presence within the sales team and are now supporting a number of strategic projects to penetrate new markets and support the company's growth.

[www.bodyproject.co.uk](http://www.bodyproject.co.uk)