KRILL NORTHGATE

STRATEGIC CONSULTING

The solution for timely, in-depth, actionable insight.

PROSPECTS • COMPETITORS • CUSTOMERS • MARKET

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let's talk

All inquiries are held in strictest confidence.

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solutions

for actionable prospect, customer, market, and competitive insight

who we are

Krill Northgate is an experienced consulting firm with a long-term track record of partnering with clients to increase market penetration and sales growth in high-stakes, competitive markets. **Our specialty is obtaining hard-to-get information and transforming it into actionable strategic insight.** How? By applying our proprietary research methodology directly to key competitors, prospects, and stakeholder executives, we are able to develop timely, implementable recommendations that produce positive results.

our strategy

We enable our clients to move forward confidently by providing up-to-date, validated analysis for decision-making. Use us to test your underlying business assumptions that, if incorrect, will jeopardize both your strategic and day-to-day decisions.

Flexibility, interaction, and partnership are central to our approach. We support an open-door contact policy, providing updates and reports every two weeks, and working with you as closely as you want. We are proud of our ongoing relationships and our 97% client retention rate over the past decade.

Flexibility, interaction, and partnership are central to our unique approach, which has earned Krill Northgate a 97% client retention rate.

our clients use us to:

- Arm sales teams with unbeatable, detailed prospect intelligence
- Enter new markets
- Develop and launch new products
- Increase sales and market penetration
- Acquire the right companies

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services

providing analysis, not assumptions.

lead/prospect qualification

Krill Northgate knows prospect qualification is an opportunity to arm your sales team with detailed prospect knowledge and insight.

We'll prioritize your leads and use our findings to help you craft a winning sales strategy.

Krill Northgate can also help you hone your targeting strategy through our proven prospect qualification services, improving your ROI and increasing sales at higher profit margins.

We uncover your key prospects:

- "Pain points" driving a potential purchase
- Competitive product usage
- Your ranking vs. competitors
- Current product needs
- Future product needs
- Budget concerns
- Purchasing timelines
- Technology compatibility
- Compliance issues

win/loss analysis

Learning what you did right is just as important as knowing what you did wrong. By interviewing as an objective third party, Krill Northgate gets real answers – not just the polite, partial truths that prospects and clients communicate to potential vendors. Our experts go straight to the source – finding out how your customers and prospects feel about your performance versus your competitors at key points in the sales cycle. We get the answers you need, resulting in a more complete evaluation, and the ability to create and implement strategic, profitable changes.

due diligence

Few business moves are as risky or stressful as making a strategic acquisition. Research shows that companies have a 45% or less chance of successful acquisition, even under the most favorable circumstances. We can help with our due diligence services:
1) Target Client Assessment
2) Market and Competitor Analysis. You'll get answers to the critical questions you need through a customized investigation by our experienced researchers.

objective customer assessments

Ever wish you could read the minds of your customers and find out what they really think?

Krill Northgate's proprietary research methods generate analysis based on primary source data gathered from key decision-makers to drive your customer growth, retention and attrition over the next 12 months.

Don't rely on third party opinions or industry hearsay. Let Krill Northgate conduct anonymous research on your behalf to elicit the true intentions of your key customers and prospects.

customer vulnerability

Satisfied customers do leave. Your customers are happy with your products and services, but research shows even the most loyal customers are vulnerable to a competitor's pitch, new offers, upgrades, or just big promises.

We can help you fortify loyalty by getting the inside scoop on who's talking to your clients, what they're pitching, and where the pressure points lie.

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prospect qualification

arm your team with higher potential margin leads

Prioritize your pipeline and tailor your sales strategy through KN's proven primary-source research process and raise your ROI, increase sales, and boost profit margins.

Krill Northgate's prospect qualification process is designed to prioritize good leads, eliminate bad ones, improve your data, and close any analytical gaps.

- **Identify** unique "pain points" that make your product or service their best solution.
- **Understand** how you compare to the competition.
- **Determine** your prospect's ability to purchase and their timeline for decision-making.
- **Obtain** your prospect's current product or service usage, as well as their future product needs.
- **Verify** technology compatibility.
- **Reveal** potential legal or regulatory compliance issues associated with your prospect's purchase.

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competitor & market assessments

actionable, competitive information that is always exclusively yours

Krill Northgate drives competive advantage through research and analysis of your customers, prospects, and competitors, leading to actionable insights that create positive results.

You need current, specific details about your primary competitors. Unfortunately, in-depth actionable, competitive information is not available from public, secondary sources – especially when it comes to divisions of large public entities or privately-held companies.

That's a problem we can solve. We specialize in **primary-source research** – direct interviewing of senior executives competing in your market. Krill Northgate's research not only augments the information you already have, but uncovers and assesses key information that's less expensive than syndicated studies that aren't tailored to your needs.

Whether you're pursuing increased market share, a new product introduction, or even acquisition, Krill Northgate will uncover the competitive information you need to plan and execute with confidence.

Sources: Primary vs. Secondary

Primary-source research is one of the best ways to create competitive advantage. Here's why:

- Findings are based on interviews with key decision-makers, not assumptions.
- Avoids the temptation to rely on readily available secondary research, which yields unreliable, non-specific "conventional wisdom."
- Provides unique insight that leads to the development of specific strategies for your organization.
- Creates the true picture of the market's evolution.

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aquisition due diligence

minimizing risks

Few business moves are as risky or as organizationally stressful as making a strategic acquisition. Don't take a bath on one. Call Krill Northgate and get the insight you need.

Research shows that companies have a 45% or less chance of successful acquisition, even under the most favorable circumstances. Our due diligence services reveal and anticipate the hidden intentions of a target company's most important clients and partners. By applying our rigorous investigative methods, we answer your most important questions, including:

- *Is this company as good as it says it is?*
- *Is this company as good as the investment bankers say it is?*
- *Do we face undiscovered assimilation obstacles?*
- *What competitive challenges exist?*
- *What factors can be leveraged to reduce price?*

Significantly increase your odds for acquisition success with our due diligence services:

Acquisition Target's Client Assessments

Krill Northgate's research with your target's client executives can reveal:

- Perceptions of past, present, and expected future performance & customer service.
- Customers' expectations for product evolution and / or fixes in the next 18-24 months.
- If their clients are considering or planning on terminating their relationship, and why.
- If they're considering a vendor switch, and who's pitched already.
- Which of the target's sales and account team members are vital for growing, profitable client relationships.

Market and Competitor Analysis

Interviewing competitive and other relevant market stakeholders (channel participants, suppliers, partners, etc.) can reveal:

- Competitive strengths and weaknesses relative to your target's future performance.
- Possible competitive reactions to potential acquisition.
- Potential competitive product evolution over the next 18-24 months.
- Importance of acquired target base relative to competitors' targeting strategy.

We excel at obtaining the full permission and cooperation of executives at the company you've targeted for acquisition.

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flexible

need something special? no problem.

Krill Northgate gets the answers you need for the price agreed upon, even if we have to do a little extra based on what we find.

take a test drive

Want to start small? Our experts can design an **Initial Model** program, so you can get first-hand experience with our services and proof of return on your investment.

EXPRESS lane

Need extremely fast results? We can design and implement an **Express Research** program, giving you results in as little as 2-3 weeks.

shhhhh.....

Standard confidentiality agreements? No problem. We can execute any standard confidentiality agreements, NDAs, etc. quickly.

No one likes surprises when it comes to budgets. That's why we're happy to be financially flexible when determining your project costs. We can work on a monthly retainer or project-by-project, whatever works best for you.

questions?

We're easy to talk to. Just pick up the phone and we'll be happy to answer any questions you have about our services or billing. (Email works, too.)

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aquisition search

find strategic targets to grow your organization

One of the best ways to grow your organization is to acquire attractive "not-for-sale" companies. We'll help you find them.

A major research firm recently estimated that only 2% of companies are available for purchase, yet 20% of mid-market companies are considering a sale.

Krill Northgate helps to identify these hidden acquisition targets, helping organizations like yours to make strategic acquisitions at prices below what would be achieved through a conventional bidding process.

Why you search

- Identify only interested targets that fit your strategic criteria.
- Pre-empt the auction process, resulting in a lower valuation.
- Control the process, so control becomes exclusively yours, removing it from investment bankers.
- Keep your strategy confidential until an interested prospect is identified.

What you'll get

- Significantly improve your strategic decision making by understanding ALL your options.
- Determine which prospects will best drive your strategic growth.
- Fill the prospect pipeline to better meet your acquisition timeline.
- Improve negotiation leverage by increasing the number of acquisition targets.
- Build relationships with attractive targets not yet interested in selling.

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PROSPECT QUALIFICATION

customization couldn't be easier

we can get the info you simply can't get anywhere else

You pick which prospects you want us to investigate – whether it's one special lead or your entire target list. Next, we work with you to tailor questions so your marketing and sales teams get the exact information they need – whether its one key piece of data or a comprehensive breakdown of a target's unique set of needs and circumstances as well as competitive usage and preferences. We will help you get all the information you need to approach, sell and close the deal. It's that simple.

1 choose your targets

We can call all of your targets – or just one. We can interview key decision-makers at "cold" targets or those which you are actively pursuing. It's completely up to you.

* The depth of insights generated by krill Northgate far exceeds that of packaged sales tools and syndicated research. You get a deep understanding of individual targets in real time – data other sources can't produce.

2 create your wish list

Together, we'll create your data/analysis wish list for each unique target. We move beyond the information you already have in hand from other sources to develop customized interview discussion guidelines tailored to each target.

* We recently worked with a client who told us they loved that Krill Northgate not only generated a customized interview discussion guideline, but that sales personnel were encouraged to add or delete questions as the need arose.

Topics typically of interest include:

- *Competitive comparisons & preferences*
- *Pain points your product addresses*
- *Purchase interest / constraints*
- *Budget availability*
- *Technology issues*
- *Legal / regulatory issues*

3 schedule your read-out

Once we obtain the data you haven't been able to get before, we will deliver it to you on your schedule – weekly, every two weeks, monthly or whenever needed in real time. Have a meeting coming up? We can hold an impromptu readout to give you the very latest insights we have uncovered.