

FROM PRODUCT TO VALUE:

HOW GENIUS DRIVE HELPED ACCELERATE PLASTIC BANK'S REVENUE GROWTH AND BUSINESS IMPACT



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Like many earlier stage firms, we were good at talking about what we did, but not so good at articulating the value we could help deliver. This led to stuck deals and a growth barrier we had to overcome.

– **SHERRI SKLAR**, CHIEF REVENUE OFFICER, PLASTIC BANK

Company: Plastic Bank

Industry: Social Sustainability

Business Model: Helping companies achieve plastic sustainability goals, combating poverty while solving environmental issues and delivering business benefits through its unique Social Recycling model.

Genius Drive Accelerated Plastic Bank with:



93

New opportunities within 3 months



\$40M

In additional pipeline



54%

Average deal size increase

CHALLENGE

Plastic Bank, while successfully articulating social and environmental benefits to customers, were challenged to effectively communicate and quantify the compelling business value of its Social Recycling programs, leading to stalled opportunities and quota shortfalls.

SOLUTION

Genius Drive was engaged to help pivot Plastic Bank outreach and prospect engagements from a product-focused approach centered on the environmental / social features of the program, to a value-centric approach. This strategic shift involved:

- Researching the business benefits that Plastic Bank delivered to its customers.
- Reworking communications to emphasize the buyer challenges, value proposition and tangible benefits of Plastic Bank's offerings.
- Creation of an ROI business case model, maturity model and maturity model whitepaper.
- Training and workshops to implement value outreach and selling.
- Individual sales team performance coaching.



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Partnering with Genius Drive transformed the way we communicate our differentiating value to our customers. The Genius Drive team doesn't just provide a service; they take the journey with you, revealing your true value and reshaping your narrative in a compelling and persuasive way. I can confidently say, if you're looking to enhance your value proposition and inspire customer engagement, Genius Drive is your go-to partner.

– **SHERRI SKLAR**, CHIEF REVENUE OFFICER, PLASTIC BANK

IMPLEMENTATION PROCESS

- Transition from product-focused to a value centric in marketing and sales content and efforts.
- Intensive training and coaching for staff in value-based selling and customer engagement techniques.

RESULTS AND BENEFITS



Outreach Conversion Rate:

A significant rise from 3% to 70% response rates on outbound campaign.



Increased Deal Size:

Average deal size increased by 54%.



Pipeline Growth:

Escalation from a negative pipeline to achieving 5x the target.



New Business Opportunities:

Creation of 93 new logo opportunities within three months of program launch.



Pipeline Value:

Generation of \$40M in pipeline value within the first quarter.



CONCLUSION

The partnership between Plastic Bank and Genius Drive illustrates the power of evolving from a product-focused to a value-centric approach, demonstrating how a strategic pivot to value marketing and selling can lead to more opportunities, exponential business growth and enhanced customer engagement.

DETERMINE FOR YOURSELF HOW A VALUE-CENTRIC APPROACH CAN REVOLUTIONIZE YOUR BUSINESS STRATEGIES AND OUTCOMES.

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