

## CASE STUDY

# HELPING AN INSURTECH TURNAROUND IN 90 DAYS WITH THE AGILE GROWTH SYSTEM

3min read • Growth Marketing • Executive Coaching

## SITUATION

Gigaforce, a P&C InsurTech platform automating subrogation, is led by industry veterans who leveraged contacts to reach \$75K MRR. Eventually needing to branch out, Gigaforce faced key challenges:

- Positioning value to prospects;
- Sales processes and systems;
- CEO wearing too many hats.

## SOLUTION

We kicked-off the first six weeks with a deep analysis of the business followed by timed workshops to uncover unique value, the market, and sales process followed by content templates for inbound and outbound channels. For the last six weeks, we launched data-led experiments to validate message, tactics, and delivered qualified leads, meetings, and demos.

## RESULTS

### Industry expertise, perfect customers

Our industry knowledge led to clearly defining unique value and profiling the perfect customer.

### Repeatable, scalable processes & systems

A deep buyer's journey plan designed to make the most efficient use of people, technology, processes, and systems.

### Predictable and sustainable deal flow

We executed iterative experiments to validate tactics until exceeding KPIs while optimizing sales processes for predictability.



**12 qualified leads** in first 4-weeks of execution



**110% KPI attainment** in validating sales process



**33% more time** for CEO to run company



*"Brilliantly changed our entire trajectory. We're engaging with more and more prospects each month. Word of advice: This program works and is the best I've seen in my over 25 years in this industry."*



Kevin Man, CSO  
Gigaforce, Inc.