



CASE STUDY: Launching a New Product Offering



Background

CEB, the leading member based advisory company, identified through extensive research that their ability to drive the CEB Leadership Council platform growth with a “one-size-fits-all” model was increasingly limited. They weren’t taking full advantage of some members’ willingness to pay more for additional depth of services. A tiered membership structure would allow them to offer membership options that better “hug” the demand curve.

Challenges

- Create a simple, consistent offer architecture across programs / practices to minimize sales complexity while improving value to CEB members and increasing renewal rates
- Increase average CEB Leadership Council selling price while maintaining consistent operating margins
- Reduce acquisition costs by bundling existing bolt-on’s with memberships
- Optimize certain aspects of base offer pricing and discounting

Approach

- In collaboration with CEB, we created a new membership level, CEB Leadership Council Select, to provide tailored implementation support. The new offer helps members implement tailored plans to accelerate key initiatives, with validation by peer insights
- Develop the internal and external collateral for a complimentary product named CEB@Work: an in-person working session facilitated by a CEB Executive Advisor to take action on insights
- Develop Tailored Peer Insights offer as part of the Select Membership: Tailored, qualitative benchmarking with 2-3 peer companies on your specific implementation challenges
- Build a tailored Playbook including sales collateral and tools, action items and implementation timelines



Result

- TopRight developed the name *CEB Leadership Council Select*, along with the engaging story that provides internal alignment for CEB sales teams to share the compelling value proposition to existing members and prospects
- We worked in collaboration with CEB to design and develop necessary physical and digital collateral to align with all internal and external messaging
- We developed training collateral, including presentations and a 1-sheet that explained the messaging methodology, guidelines, FAQ’s, buyer counter points and internal/external references
- TopRight built the Playbook that included the guidelines for all stakeholder messaging, collateral pieces and usage, buyer Q&A, Select Membership FAQ’s, and prescriptive content to promote consistent and effective sales communication
- TopRight collaborated with the CEB team to create upscale Leadership Council Select Membership cards, to be distributed to clients that participate this new offer