



Featured Services

New Market Entry | Channel Design | Interim Management

At DSXgroup, we look for emerging technologies and lucrative opportunities to apply them in innovative ways to drive engagement, conversion and customer acquisition to accelerate revenue generation.



Featured Services

NEW MARKET ENTRY | CHANNEL DESIGN | INTERIM MANAGEMENT

Are you Ready to Succeed in the \$120B Direct Selling Industry?



DSXgroup partners with Business Service Companies & Technology Solution Providers to ensure Direct Selling Channel success.

Building the right relationships and a successful market for your unique services and solutions requires hands-on experience and highly-specialized expertise. DSXgroup provides strategic advice to technology companies to improve their ability to meet direct selling market potential and improve market execution.

We focus on three critical factors that drive: Market Growth, Adaptation & Threat. DSXgroup assesses and plots a solution or corrective course of action by evaluating the following six key areas:

- 🚩 Strategic Partner Strategy
- 🚩 Business Service/Solution Provider Strategy
- 🚩 Price, Packaging & Positioning
- 🚩 Market Strategy
- 🚩 Channel Strategy
- 🚩 Go-to-Market Strategy

DSXgroup provides strategic advice to technology companies to improve their ability to meet direct selling market potential and improve market execution.

Entering a new market or developing a new business is one of the best ways to achieve the growth and profitability that your shareholders look for.

About Us



DSXgroup, LLC is a Connecticut-based boutique Management & Technology Consultancy that partners with Private Equity Firms, Technology Solution Providers and Direct Selling companies.

We engage with executive management of top companies to create and evolve business growth opportunities from a true customer-centric perspective to maximize ROI, execution and business-driven results.

To accomplish your mission, DSXgroup leverages:

Domain expertise, thought leadership, creativity and technology innovation to execute go-to-market strategies that accelerate revenue, conversion and new customer acquisition.



Yet, new markets and new businesses development are inherently risky as they may require knowledge and expertise that are often out of the comfort zone or capability of your operational staff. If done correctly, new market entries and new business development can fuel your company's next stage of growth.

However, if planned or executed without sufficient local market intelligence and expertise, your company would have wasted precious time, management resources and capital. Market entry and new business development is one of DSXgroup's core practice areas.

TECHNOLOGY PROVIDERS NEED TO MEET 6 KEY SUCCESS FACTORS IN THEIR GROWTH STRATEGY:

1. Manage a market portfolio with the ability to identify new opportunities based on its potential for revenues and strong margins.
2. Understanding of channel dynamics, competitive landscape and unique market intel.
3. Choose the right partnerships to provide solutions that meet specific market needs.
4. Maintain a differentiated approach to addressing the market.
5. Apply adequate resources to target sectors and measure ROI.
6. Apply appropriate resources to implement the strategy.

DSXgroup's Approach

We will help you evaluate your existing market strategies in the context of the current competitive environment. Engagements include:

- 🔑 Evaluation of current direct selling market strategy.
- 🔑 Service and Solution Assessment from a client-centric perspective using proprietary methods.
- 🔑 Definition of specific strategies, in terms of product portfolio, partnerships, Go-to market and other factors.

Results:

Implementation of core business strategies will help your business:

- 🔑 Grow revenues by focusing and applying strategies critical to achieving DS Market success
- 🔑 Maximize margins through value-add offerings and refined pricing, packaging strategy
- 🔑 Set clear, performance-related objectives for resource utilization in order to maximize ROI.



STRATEGIC PARTNERSHIPS & AFFILIATIONS



Ensure your Strategic Partnerships drive Increased Sales & Revenue

Build partnerships that drive new revenue and improve your ability to deliver an integrated offering to your clients.

Benefits of a Partner Strategy

- Maintain and develop margins through a clearly differentiated approach.
- Identify where to make investments in strategic partnerships and measure the returns.
- Identify emerging competitors, particularly those not on the current "radar screen".
- Build a cohesive partner strategy that drives business value for all parties.
- Develop strategies for the effective management of cooperate/compete relationships.

DSXgroup's Approach:

We will work with executive management to evaluate current competition and partner strategies.

This flexible engagement can include:

- Partner evaluation and selection using inside market intel.
- Identification and evaluation of existing and emerging competition.
- Definition of specific strategies for partnering, including product portfolio, routes to market and competitive positioning.

Results:

Implementation of sound partnership development strategies and tactics to:

- Grow revenue and increase market share as a result of fewer but more effective partnerships.
- Efficient use of resources used to identify, develop and manage partnerships and set clear performance-related objectives to maximize ROI.

DSX CLIENT-CENTRIC STRATEGIES



Fortune-sized corporations are honing their competitive edge to penetrate new markets and cut costs in a compelling drive to seek new business in an environment of shrinking margins.

As large corporations look for new ways to increase revenue, small and mid-size companies feel the competitive pressure from organizations wielding unlimited resources.



DSXgroup's prime directive is to provide clients with powerful, customized, cost-effective services & solutions to help clients maintain their competitive advantage and increase revenue.

Direct Selling Industry: New Market Entry & Channel Design

The value DSXgroup delivers to your organization is measured by the immediate and long-term benefits you realize through the adoption and execution of our expert advice, successful strategies, programs, and processes improvements- focused and dedicated to achieving a single goal: Increasing Your Revenue.

Client-Centric Marketing

Many traditional marketing organizations and consultancies institute an approach that focuses sales messaging on features and benefits of products or services. By reengineering the traditional approach or current marketing program with an integrated business development process built with a core client-centric focus; DSXgroup is creating and delivering superior value and performance for clients.

START WITH THE CUSTOMER

When we help a client with its strategic development process, our fundamental focus is on understanding current and emerging customer needs. Our ongoing research partnerships provide us with specific insights into emerging needs and support our development of innovative client-centric strategies for clients.

Drawing on our deep experience and market expertise, our consultants apply innovative ideas fueled by proprietary DSX processes to create executable marketing plans and go-to-market strategies. Over the past 25 years, we have reengineered business development strategies and leveraged technologies to deliver explosive growth and win-win strategic relationships for our clients.

Integrated Marketing Processes and Organizational Focus

Dynamic business environments and evolving market conditions are making it harder than ever for small to mid-size companies to gain competitive advantage through the traditional execution of existing marketing strategies. Many traditional approaches to organizing the marketing function results in a segmented department that cannot respond expeditiously to critical changes in the marketplace. Recognizing this challenge, companies are struggling to reinvent their marketing departments so decision making can keep pace with coexisting dynamics.

Organizing for Growth

Companies seeking to succeed in today's market must be able to rapidly identify, mobilize, and modify existing processes and strategies to capture new growth opportunities. By focusing on developing client-centric marketing processes that correlate with a client's specific market strategy and organizational growth objective; DSXgroup assists clients with creating a refined, reengineered client-centric strategy focused on revenue contribution and integrated with the sales process.



DSX MARKET ASSESSMENTS



New-market assessment involves the identification of underserved, or untapped, markets for client services and products, and subsequent consideration of regional or national market penetration opportunities.

During the assessment, DSXgroup considers profitability drivers for new market potential, identifies dormant competitive pressures, recommends outsourcing alternatives for enhanced capabilities and defines new channel strategy.

DSX EXPERIENCE IN NEW MARKET ASSESSMENT

Using competitive intelligence, channel strategy, proprietary DSX business development processes and customer segmentation profitability analysis; DSXgroup assists clients with effective “Hit-the-Ground Running” market penetration tactics.

DSXgroup will assess your current market and channel strategy to determine overall program effectiveness for sales support, lead generation, increasing industry awareness and capabilities of delivering positive ROI to your organization. At conclusion, our senior consultants will present a summary report and provide recommendations for aligning operations with an effective client-centric market penetration strategy.

Standing Out From the Crowd

In an increasingly commoditized marketplace, companies need to ensure that their unique value proposition, product-usage benefits and competitive differentiators stand out from the crowd.

Marketing and sales executives need to understand your market potential, how to convey product-usage value to existing and prospective customers, identify customer “pain points” at every DM’s level of influence, how to target and close the most lucrative customers, increase marketing efficiency, sell your business impact, and shorten the sales cycle- to name just a few of today’s challenges.

We measure success by our level of achievement in accomplishing your goals and objectives. DSXgroup executives assist your team to transform “potential” into revenue generating opportunities and by harnessing the power of our extensive network and proprietary research, we help you realign sales and marketing strategies to address your company initiatives and growth objectives.

Planned Execution

DSXgroup builds executable strategies and new market penetration strategies upon a foundation of experience and understanding of key B-2-B markets and the critical necessities of our target clientele. Our client-centric approach extends beyond the ‘traditional’ consulting model by providing hands-on assistance to clients in the integration of enhanced marketing capabilities and leveraging innovation and social marketing automation to build and sustain powerful engagement strategies.



INTERIM EXECUTIVE MANAGEMENT



DSXgroup understands your organization's critical need to deliver an immediate, positive impact to the bottom line.

While increasing revenue and profit is every company's objective, situations sometimes merit an immediate "change" or "positive intervention" that cannot be achieved internally due to a variety of factors.

Potential causes could be a reflection of: Restructuring, organizational misalignment, executive decision, position vacancy, high turnover, ineffective business development processes, increased competition, decreased sales volume, lack of customer retention, or many 'other' existing or impending issues.

Executive Intervention



Business leaders and managers alike feel varying degrees of strain when negative issues or performance begins to hinder or stall an organization's momentum in the marketplace.

Many times too often, companies that experience a loss of revenue, profit, or clients, tend to initiate drastic cost-cutting efforts that inevitably begin with layoffs or job position eliminations.

Unfortunately, this usually 'immediate' decision has a resoundingly negative impact on employee morale and performance as fears of uncertainty and job security cascade throughout the company.

Change Focus

Our prime directive is to offer executive management services for clients surgically engineered to achieve success in our target markets. Our 'niche' is applying innovative strategies and unique market perspectives to achieve new customer acquisition, increased revenue and accelerated growth for our clients- and we lead by example.

To assist your company, DSXgroup provides consulting executives as critical point solutions for interim management or as change agents to organizations whose current, or impending, market position demands immediate attention.

We integrate DSX best practices and knowledge resources within your organizational structure in an effort to effect positive impact in the most expedient manner possible- by placing a qualified, senior DSX consultant in an interim position to assist your executive team.



Positive Change- Positive Impact

Smart business leaders know that they can't always effect a positive change in their current business environment by utilizing the same tools, methods, or knowledge resources that are available to them internally. Invariably, the most valuable, and cost-effective contribution to an organization comes from "outside" the company.

Utilizing a DSX Consultant as a catalyst to regain momentum and to deliver positive results has several key benefits for your organization.

- 🚩 **Recognized Expertise & Focused Experience:** DSX Executives are seasoned professionals with 20+ years of focused business and corporate relationship development, strategic marketing, executive management, and high-level consultative sales experience.
- 🚩 **Zero Learning Curve:** DSX Executives have extensive knowledge and practical experience regarding every aspect of client-centric business development management, integration, and process improvement.
- 🚩 **Immediate Impact:** DSX Executives realize they are retained to deliver immediate positive results and a replicable, executable plan for long term positive impact.
- 🚩 **Extensive Knowledge Resources:** DSX Executives have the entire support of DSXgroup knowledge resources to assist them in making the most significant contribution to your organization.
- 🚩 **Best Practices Implementation:** DSX Executives utilize proven 'best practices' and leading-edge solutions derived from our proprietary research, analysis, and industry experience.
- 🚩 **Fresh Perspective & High Energy:** DSX Executives offer your organization the benefit of a 'fresh' perspective and contagious energy to motivate and lead your team to deliver unprecedented, results-oriented performance.
- 🚩 **New Contacts & Extended Network:** DSX Executives can provide an infusion of new contacts and an extended network to enable accelerated lead generation and prospect discovery.
- 🚩 **Unprecedented Value on Investment:** DSX Executives represent the best value and the highest rate of return on your investment for your company. Your organization can retain DSXgroup Professionals as consultants, independent contractors, or temporary employees depending upon your unique needs.
- 🚩 **Putting a DSX consultant in place is a smart decision to make.** Executive management will be confident that a seasoned professional with a proven record of success is assisting them with their management and business development issues; Employees will not be alarmed that a key vacancy has gone unfilled- and, their confidence in leadership will be reaffirmed by witnessing management's imperative to get the company back on track.