

Case Study: Customer Development Timeframe: 3 hours

Note: This case study is an individual assignment. Use of the internet is explicitly ALLOWED (make sure you have a connection). You may use any format of your choice (e.g. Doc, Spreadsheet, Presentation or a combo of these) to submit your answers.

Do not bother much with design – content is more important than looks ;- -)

Article Analysis: Please read the following article

<https://hbr.org/2019/01/the-hard-truth-about-innovative-cultures>

Explain whether you agree or disagree with the points made and why.

Justify your answers using real life situations you have encountered in your professional or personal life.

Customer Development:

You are a Customer Development Rep at -. Your goal is to get new companies on board to use - for their developer hiring. You want to reach out to prospective clients.

1. Please draft your initial cold email that you would send to win the company as a client and also determine who you would send the email to (position in the company).

After reaching out assume one prospect, a company called Spryker, has not answered to your email for two weeks, but has opened it several times since you sent it.

2. Come up with three creative ways/channels/follow ups to reach out to the prospect again to make him/her respond this time around. Please include the person you would reach out to (name, title, and if possible contact information) and the subject line (in case one of your channels is a follow up email).

3. Name three creative ways how the - Marketing department could help you getting more clients on board.