

DASH

G-LAB 2017

Bogota, Colombia



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Company

DASH is a Colombian startup offering an educational B2B service to improve the way large companies train their support staff



Initial challenge

Our G-Lab team was presented with the task of developing a strategic growth plan to help Dash to:

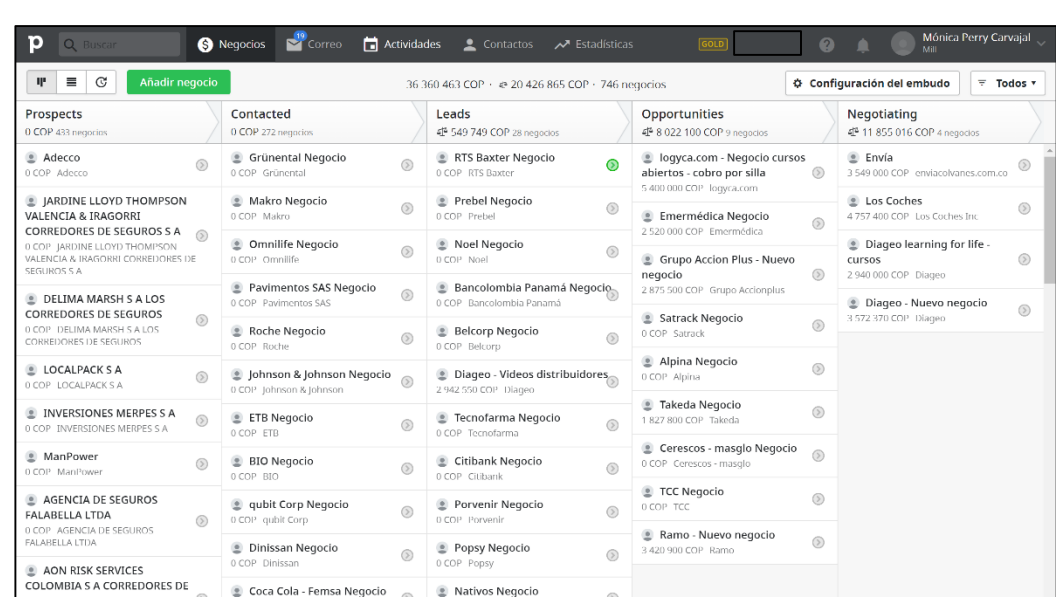
- Build a strong sales process
- Validate the current pricing model and present improvement suggestions.
- Use analytics to constantly improve the service and inbound marketing



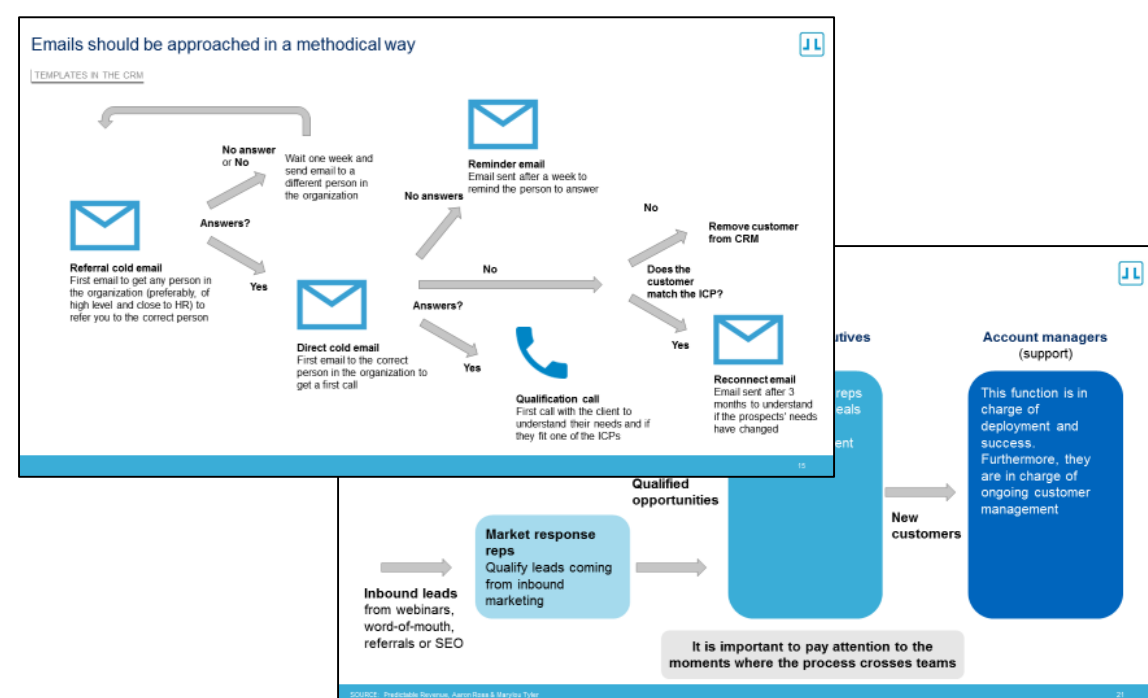
The project

Sales

This work stream had two main objectives, create a solid and **repeatable sales process** and set the correct **tools** in place. Hence, we created a sales book, defined the outreach materials and selected (and configured) a CRM



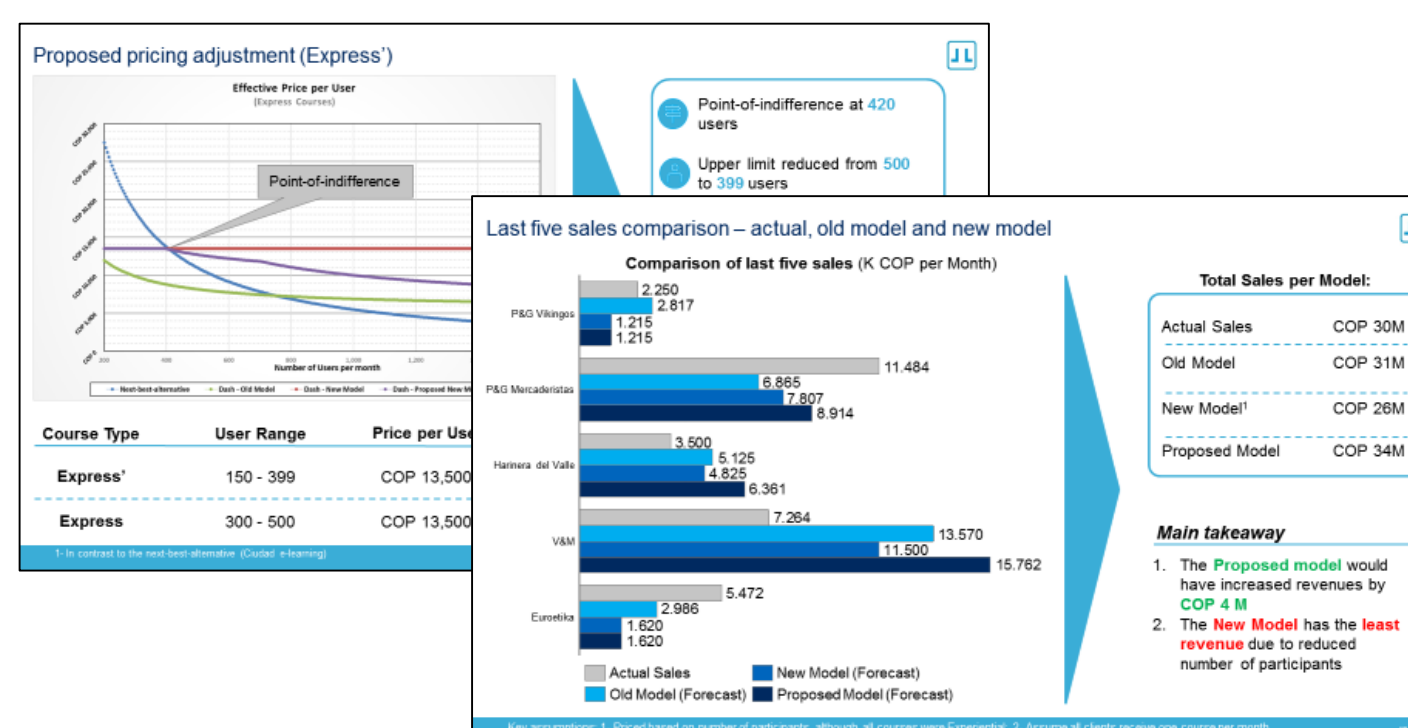
CRM tool



Sample of the Sales book

Pricing

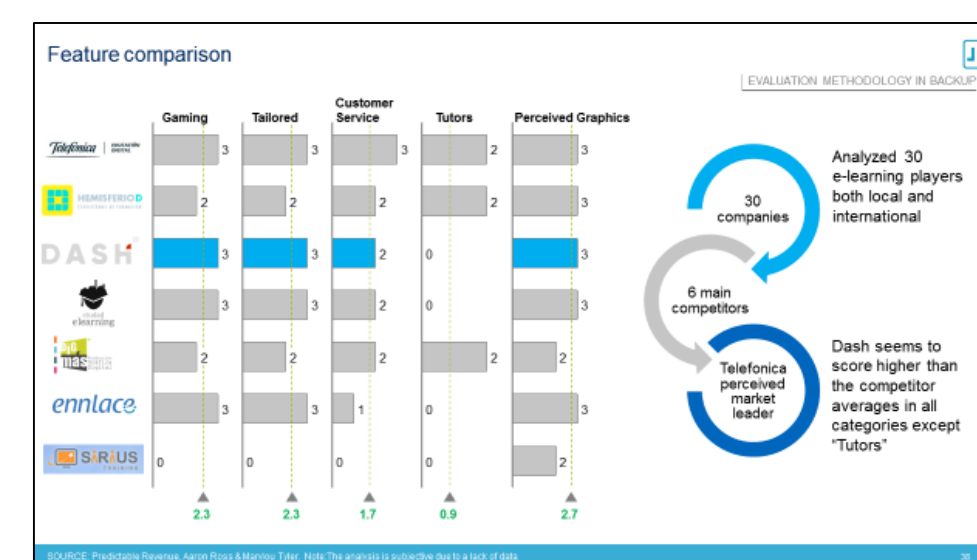
We focused our efforts on **analyzing different pricing architecture utilized by Dash**. Subsequently, we suggested some adjustments (e.g., modify the user range for each product category). We conducted an analysis to support a new **value marketing campaign**. Finally, we suggested **pricing and value discounting strategies**



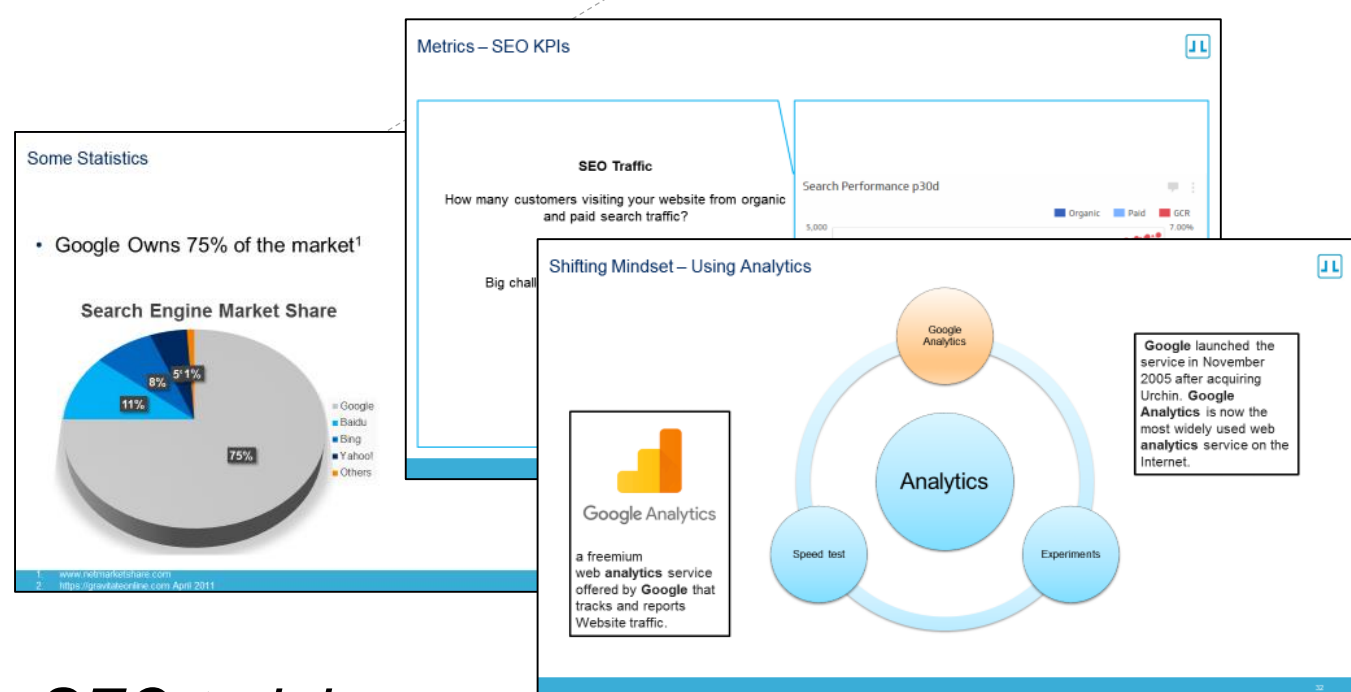
Profitability analysis

Analytics

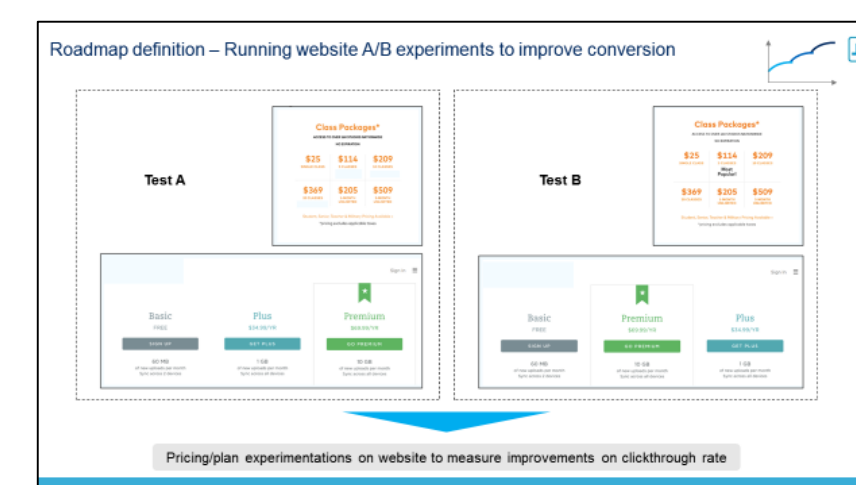
Regarding this topic we focused on teaching **SEO** to the team and implementing it afterwards in the company's webpage. In addition, we analyzed the **customer service** request and gave recommendations to reduce them (e.g., publish FAQ and use a customer service tool). Finally, we recommended **experiments to improve the product**



Competitor's Benchmark



SEO training



Example of experiment

Colombia

