

# Case study

## Strategic Advisory

### FloorSoft

FloorSoft Inc., a leading flooring software solutions provider based in Dalton, Georgia, sought strategic guidance to enhance its business relationship with its largest account, Lowe's.

The company needed a fresh approach to redefine its strategy and options for engagement at the C-Level within Lowe's.

From September 2019 to November 2019, I served as an Advisor to the CEO, leading the strategic realignment efforts to strengthen FloorSoft's positioning with Lowe's leadership.

As an advisor to the CEO, the key objectives of this project were:

#### **Enhance executive-level engagement with Lowe's**

- Establish a structured and compelling strategy to communicate FloorSoft's value proposition effectively at the C-Level within Lowe's.
- Strengthen the CEO's ability to present and negotiate with Lowe's leadership.

#### **Differentiate FloorSoft's competitive positioning**

- Identify and articulate key differentiators that set FloorSoft apart from competitors in the flooring software industry.
- Develop a clear, persuasive business case that demonstrates FloorSoft's long-term value to Lowe's.

#### **Provide strategic flexibility for future engagements**

- Create multiple strategic options and negotiation pathways to ensure adaptability in discussions with Lowe's.
- Equip FloorSoft with a well-defined approach to sustain and grow its partnership over the long term.



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# Problem Identity

FloorSoft faced significant challenges in maximizing its partnership with Lowe's:

## **Unclear strategic direction**

The company lacked a compelling and structured strategy to present to Lowe's C-Level executives.

## **Limited value proposition**

FloorSoft's existing approach did not fully articulate the long-term benefits of its solutions for Lowe's.

## **Competitive pressure**

Other vendors were competing aggressively for the same business, requiring a differentiated and persuasive strategy.

## **Engagement barriers**

The CEO needed a clear and compelling way to communicate FloorSoft's value at the highest levels within Lowe's organization.

# Solution

To address these challenges, I worked closely with the CEO to redefine the company's strategic approach:

## **Comprehensive strategy development**

Conducted an in-depth analysis of FloorSoft's offerings and how they aligned with Lowe's long-term objectives.

## **Value proposition redefinition**

Crafted a compelling value proposition tailored to Lowe's business priorities, emphasizing innovation, efficiency, and cost-effectiveness.

## **Presentation strategy**

Developed a structured presentation framework designed to effectively communicate FloorSoft's strategic advantages to Lowe's C-Level executives.

## **Scenario planning**

Outlined multiple strategic options for engagement, providing the CEO with flexible negotiation pathways.

## **Competitive positioning**

Identified key differentiators that set FloorSoft apart from competitors and built a strong case for its partnership with Lowe's.



## The Results

The strategic realignment delivered impactful outcomes:

### **Stronger executive-level engagement**

The refined strategy facilitated more effective discussions between FloorSoft and Lowe's leadership.

### **Clearer business case**

The structured presentation and tailored value proposition strengthened FloorSoft's position in negotiations.

### **Enhanced competitive edge**

By differentiating its offerings and strategic approach, FloorSoft increased its appeal as a key partner for Lowe's.

### **Long-term strategic options**

The multiple engagement pathways provided FloorSoft with flexible negotiation strategies for future dealings with Lowe's.

## The Approach

My approach focused on aligning FloorSoft's strategy with Lowe's expectations through structured analysis and strategic communication:

### **Strategic Assessment & Planning**

Conducted a thorough review of FloorSoft's business relationship with Lowe's and developed a well-defined strategy to enhance positioning and competitive advantage.

### **Communication & Presentation**

Created a C-Level-ready presentation to effectively articulate FloorSoft's value proposition. Designed multiple engagement options to ensure strategic flexibility in negotiations.

### **Executive Guidance & Execution**

Advised the CEO on effectively communicating and executing the new strategy with Lowe's leadership.