



Winning in a new market with a unified approach to building end-user value

CASE STUDY

- Growth strategy
- Go-to-market strategy
- Market analysis
- Demand creation
- Digital strategy
- Sales enablement

IMPACT

>20%
Revenue Growth

Client Profile

Georgia-Pacific Professional is a leading manufacturer of paper towels, wipers, tissue, cups, plates, skin care and dispensing products. Under national brands including Brawny®, Dixie® and enMotion®, GP Pro targets professional institutions within the healthcare, office, food service and industrial markets through a vast network of distribution partners throughout North America.

The Challenge

GP Pro served some of the most notable Fortune 500 manufacturers in the industrial market. Although this exposure was limited, it helped GP Pro identify the industrial market as a major growth opportunity. The GP Pro leadership team engaged Dorn for support in capturing share in the highly fragmented industrial market.

Evolution To Growth

A market-back analysis helped the GP Pro leadership team quantify, qualify and prioritize the market segments with the highest opportunity for product portfolio adoption. Major emphasis was placed on winning new mindshare with end-users by elevating the value equation from commodity products with low strategic importance to solutions that provide process improvement gains.

Evolution To Growth (cont.)

A cross-functional go-to-market strategy was developed to synchronize and enable product, marketing and sales activities. The go-to-market program components included:

- | | |
|---------------------------|--|
| <u>Product Strategy</u> | <ul style="list-style-type: none">- Voice of customer- New product launch commercialization |
| <u>Marketing Strategy</u> | <ul style="list-style-type: none">- Market research & strategy- Brand positioning and messaging- Demand generation- Email marketing- Content marketing- Event marketing |
| <u>Sales Strategy</u> | <ul style="list-style-type: none">- Sales enablement (direct and channel)- Channel strategy- Buyer insights and personas- Account-based marketing- Sales promotion |

“Dorn’s expertise helped our team accelerate and amplify adoption of GP’s products in a new market.”

— *Stephen Laratta, VP,
Georgia-Pacific Professional*

Outcomes

GP Pro’s commitment to understanding end-user challenges within the industrial market was paramount. It equipped their direct and indirect selling teams to deliver new levels of value through process improvement gains. The GP Pro leadership team reached their goals to further penetrate the industrial market and continue to experience YoY annual revenue growth.

>\$2B

Dorn has helped clients generate over \$2B in incremental revenue
(within the last 10 years)

The Dorn Group is a revenue acceleration consultancy that helps mid-market firms more effectively acquire, grow and retain customers. Our team of product, marketing, sales, customer service and technology practitioners run alongside commercial teams to plan, execute and deliver higher-margin revenue growth—faster.

Business Development Inquiries:
J Schneider
Managing Director, Consulting Practice
(847) 687-4262
j.schneider@dorngroup.com

34 North Bennett
Geneva, IL 60134

www.dorngroup.com