

WE PROBABLY QUADRUPLED OUR REVENUE: The Power of Laser-Focused Messaging



"We've been working together now for almost 1.5 years, and it's going to sound crazy, but I think last year we probably quadrupled our revenue. So you talk about ROI, you talk about impact, and I think Bofta has had a tremendous impact on us."

BEFORE: When Paul Douglas, the head of The JPI Group, a multi-million dollar workforce planning organization, first reached out he confessed that they needed messaging, branding and presentation help. For years, Paul says he underestimated the power of marketing and had put it on the backburner. But in 2020, **he realized that no personal branding and a lack of presentation coaching was likely costing him multi-million dollar deals.**

DURING: We created **consistent and compelling messaging** that stretched across multiple elements: LinkedIn personal branding and engaging video content, scaleable proposals and dialed-in presentations that landed with his ideal audience. **This included strategic structure, strong storytelling narratives as well as role-playing presentations.**

AFTER: As a result, Paul landed two of his largest deals ever, including a large multi-million dollar project with a top utility company. **Additionally, after we revamped Paul's client engagement proposals, his team increased their win percentage by almost 60-percent.** And something Paul didn't expect ? That working with us would lead to a new consulting arm for his company, too.

“Bofta was able to identify some unique capabilities that we had as an organization, and help us craft the language and solution to bring to the market. And that alone, generated a significant amount of revenue for us last year, and also helped us to continue to grow and scale.”

“What made us feel very comfortable and transparent to work with Bofta was her ability to slow down and understand our business. She asked a lot of questions, which made us feel confident, and it also helped to build a lot of trust. I think she knows our industry better than I do at this point, that alone has made her invaluable.”

-Paul Douglas