

We are in business to help you grow yours!

- **Would you like your website to attract a greater number quality of prospects?**
- **Would you like to ensure that your business stands out above others?**
- **Would you like to assess how compelling what you are saying is to your target market audience?**

Our clients grow search traffic 35% in the first 6 months thru improved value-centric messaging and related content with tactical SEO and other digital tools.

The first step is a Competitive Field and Market Intelligence sequence specifically designed for your business to identify your Sustainable Competitive Advantage as perceived by your target market. The result provides you with a critical management tool to support strategic executive decision-making.

What Can You Expect from the Workshop

The Sustainable Competitive Advantage Workshop Integrates robust research initiatives in the examination of our client’s competitive field messaging and industry key topics.

Following the research phase, Frantz Group leads your team through our process to best shape your capabilities into compelling offer statements that set your solutions apart from competition and uniquely adds value to your customers’ bottom line.

The typical structure involves 5 one-hour sprints over a 5-week timeframe. See below.

Competitive Advantage Workshop - Client Sprints

What gets covered in each sprint session (deliverables available after each sprint)



We would like to customize the workshop to address your opportunities. Plus, if you agree, we can follow-up with go to market digital, website and campaign planning and execution services as needed.

Let’s Talk!

Please reach out to us via www.thefrantzgroup.com or call us at 262-204-6000



Sustainable Competitive Advantage Workshop

About the Frantz Group

The Frantz Group is a business Strategy Consulting and Market Intelligence Research firm with over 27 years of Tech industry marketing planning and execution experience.

Our purpose is to create sustainable competitive advantage for our clients. This has been our focus for the entire years of our existence.

We do this by helping clients identify and capitalize on market opportunities to reach their full potential in their existing or extended market environment.

Our key solutions include M&A due diligence and target research, Market Entry Strategies, Market Feasibility and Opportunity research, Financial Modeling & Analysis and Competitive Benchmarking.

