

Example of Right Answer:

The following is one of many examples we could cite of how we kept a client from making a very costly strategic error by providing the **right answer**.

This pharmaceutical manufacturer was told by its research department that the company's revenue goals for the coming year were much too high and thus unattainable. This conclusion was based on research and modeling conducted by a vendor and the company's internal staff. Our firm was retained to restudy the situation and to do so in a very short time frame.

Our research and modeling efforts indicated that the client was indeed likely to meet its original revenue goals. We also found significant errors in the company's own prior research and modeling project. The Chief Operating Officer of the company was pleased to receive the good news in time for the annual board meeting at the company's headquarters in another country.

Fortunately, the company met its sales objectives the following year, and our revenue projections were only one and one-half per cent off the actual revenue generated.