

EVOLVING SAAS GROWTH FROM PRODUCT-LED TO VALUE CENTRIC



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Having customers who were Finance leaders and accountants, it was going to take more than good technology and demo to win them over. We had to credibly communicate and quantify our value in a bullet-proof fashion, but this was easier said than done.

– SCOTT TURNER, CMO, K1X

EXECUTIVE SUMMARY

This case study examines K1x's evolution to a Value centric marketing and sales approach, accelerated by Genius Drive. The transformation helped drive a significant boost in new leads, more highly qualified opportunities, and additional new-logo acquisitions.

CHALLENGE

K1x was challenged to grow their accounting automation software sales further if they continued to rely on a predominantly product-led approach to their core accountant target market. The organization needed to elevate customer engagements to CFOs and business leaders, focusing on value-outcomes and the positive financial business case of implementing its automation solutions.



Company: K1x



Industry: Fintech / Accounting Automation Software.









Business Model: AI powered SaaS solution digitizes and distributes data seamlessly—connecting investors, advisors, tax software, portals, accounting firms, IRS and state taxing authorities—simplifying complex processes, accelerating filings, reducing costs, and delivering greater control, transparency, and accessibility.

<https://k1x.io/>

IMPLEMENTATION PROCESS

Genius Drive worked with K1x to craft a value-centric approach:

-  Leveraged the proprietary PIVOT method to develop a compelling value storytelling framework and scripts for new platform positioning and branding / identity.
-  Helped embody the value storytelling into a new Point of Value presentation and infographic.
-  Developed an ROI / Value model and white papers to communicate and quantify value for prospects.
-  Developed an on-line ROI Calculator for use in lead gen campaigns and customer engagements.
-  Trained sellers on the new approach
-  Helped the team weave the value messaging, results and tools into the corporate website, social outreach and more.

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Genius Drive acts as an essential extension of our team, helping us to quickly codify our unique value story and transition our team from selling products to collaborating with our customers on savings and positive financial outcomes. With Genius Drive we rapidly enabled our marketing content to inspire action, and empowered our new sales team with the tools needed to credibly communicate and quantify our unique value to prospects.

– **KEN POWELL**,
CHIEF REVENUE OFFICER,
K1X

RESULTS AND BENEFITS

Genius Drive helped K1x to:

