

OFFERING PIVOT

Engagement

Reignite Demand For Your Offerings

In this rapidly changing world many Professional Services and Consulting organisations are struggling with generating demand for core offerings.

In response they often double down on Sales and cost-out initiatives. The problem is, they often overlook **“The Value Gap”**



This **widening Value Gap** is a reflection of rapidly changing customer outcomes and needs.

Our Offering Pivot Service is a 12-week engagement that repositions your core offerings to close the value gap and position you to reignite demand and growth.

Key features

- **Portfolio Diagnosis** - Protect and grow revenue with data-backed insights on what to keep, drop or pivot.
- **IP-Led Differentiation** - Codify your unique value and capabilities to create clear market distinction.
- **Validated Value Proposition** - Ensure your offerings align with real buyer needs through prospect-tested messaging.
- **Disruptive Sales Messaging** - Break through buyer apathy with CEB Challenger-inspired commercial insights.
- **Sales & Marketing Assets** - Get ready-to-use pitch decks, brochures, playbooks and AISEO-optimised blog content.
- **ABM Plan for Go-to-Market** - Target the right accounts with a custom Account-Based Marketing roadmap.
- **Specialist IT Services Expertise** - Tap into 24+ years of industry-specific GTM and change leadership.

Professional Services Organisations Need A New Way Forward

With 70% of the B2B buying journey completed without input from providers - traditional sales and marketing strategies are no longer enough in this rapidly changing AI driven world. Today's market demands disruptive IP-led, insight-driven offerings, validated early, messaged with precision, and brought to market with confidence. Our Offering Pivot Engagement is designed to break stagnation, unlock growth pathways and re-engage your team around a clear, compelling future.

Why Choose Digital Pivot?

Unlike generic consultants or insourced teams, Digital Pivot brings specialist expertise in Professional Services, with proven IP in challenger insight selling, and commercial rapid prototyping. Our proven track record will help you surface your unique IP, validate your growth direction, and equip your team to win in tomorrow's market.

Are you ready to Pivot?



Book your complimentary 30-minute discovery call

👉 [Offering Pivot Discovery Call](#)