DASH
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Company

DASH is a Colombian startup offering an educational B2B service to improve the way large companies train their support staff.

Initial challenge

Our G-Lab team was presented with the task of developing a strategic growth plan to help Dash to:
- Build a strong sales process
- Validate the current pricing model and present improvement suggestions.
- Use analytics to constantly improve the service and inbound marketing.

The project

Sales

This work stream had two main objectives, create a solid and repeatable sales process and set the correct tools in place. Hence, we created a sales book, defined the outreach materials and selected (and configured) a CRM tool.

Pricing

We focused our efforts on analyzing different pricing architecture utilized by Dash. Subsequently, we suggested some adjustments (e.g., modify the user range for each product category). We conducted an analysis to support a new value marketing campaign. Finally, we suggested pricing and value discounting strategies.

Analytics

Regarding this topic we focused on teaching SEO to the team and implementing it afterwards in the company’s webpage. In addition, we analyzed the customer service request and gave recommendations to reduce them (e.g., publish FAQ and use a customer service tool). Finally, we recommended experiments to improve the product.

Colombia

![Sample of the Sales book](image)

![CRM tool](image)

![Profitability analysis](image)

![Competitor’s Benchmark](image)

![Example of experiment](image)