

Rapport International, LLC

International language translation and interpretation company



Situation

Rapport International is a small company based in the Boston area poised for growth in a rapidly expanding market. In order to do so, the company needed to develop a strategic plan. Rapport needed assistance facilitating a strategic planning session and developing marketing strategies to reinforce this strategy. In an earlier engagement, Rapport acquired another language services business in Nebraska and needed assistance with the acquisition. Rapport went from one location and a well known client base to two locations with a new set of clients, a new market, and additional services. Rapport needed assistance in organizing client information, establishing processes, and integrating information from the acquisition. Externally, Rapport wanted to communicate the acquisition and associated changes to the existing client base.

Solution

Strategic Marketing Consulting, LLC worked with Rapport International to understand the firm's growth strategy and facilitated a strategic planning session with all staff. During the strategic planning session, the group developed a SWOT analysis, which highlighted growth opportunities as well as barriers to growth. Quarterly action items were developed for each staff member as well as the company overall. SMC met with the business owner and marketing associate to develop marketing and sales strategies to increase potential customer awareness of Rapport and their services. In a previous engagement, SMC assisted with multiple aspects of the company acquisition, including reviewing, tracking, and updating client contracts as a result of the acquisition; meeting business requirements in order to conduct business in a new location; coordinating with independent contractors for required business information; developing systems to track and manager contractor information; and communicating with clients regarding the acquisition and associated changes.

Testimonial:

“Sarah Ginand of Strategic Marketing Consulting is the consummate professional who is willing to roll up her sleeves to get the job done. As a business owner, I needed someone smart and capable to jump in and handle a huge list of to do items. Sarah thinks strategically AND can implement. I highly recommend Sarah for any projects she says she can handle.”

