



Event Goods Delivered

CASE STUDY

EGD is a merchandise company specializing in complex, international events. Fortune 500 sponsors turn to EGD for turn-key services in design, sourcing, coordination and delivery of merchandise. They are known for maintaining a corporation's brand integrity with white glove service.

The Coca-Cola Company was looking for a new merchandise partner for FIFA. EGD had warm introduction through a mutual contact. After the 1st call, Coke went silent. 3-4 months passed no movement. How EGD was coached to reignite the lead for deal success.

DEAL CHALLENGE

- Coca-Cola was Non-Responsive
- Navigate Complex Sale Process
- Land Initial Contract (with opportunity to expand into other events).

OBJECTIVES

REENGAGE COKE

Craft email strategy to get Director at Coca-Cola to not only respond, but also agree to a discovery call.

ALIGN ON COKE'S NEEDS

Question development for discovery call & ideation process/call. Continue alignment strategy as scope & pricing take shape.

PROJECT SCOPE & PRICING

Present scope & pricing in a manner to invite collaboration. Continue question development aimed at alignment.

LEGAL, PROCUREMENT, SIGNED CONTRACT

Agile conversation techniques applied to calls & emails. Clarifying questions to land: navigate redline requests & realignment to business needs. Respectful pressure across stakeholders driving contract to signature.

RESULT AND BENEFITS

- EGD has successful discovery & ideation call with Coca-Cola.
- Coca-Cola moves to expand initial project scope.
- Multi-thread opportunity with key stakeholders.
- Coca-Cola signs six-figure contract for main event with opportunity to expand.

CONCLUSION

EGD leaned into a strategic approach to win the Coca-Cola contract. Starting with a revamp on to how to lead discovery & ideation calls. EGD landed a different line of questioning. It allowed them to better align to Coca-Cola's real business need for change. Additionally, continual alignment to what Coca-Cola cared about most moved EGD into a trusted advisor position. The project scope expanded. EGD's approach singled them out as the market leader to help Coca-Cola achieve their vision for high-profile events on an international stage.

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