

2018 Case Study – FitsMe a Rakuten Company

# "Our results speak for themselves with 600% YoY growth"

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Chief Executive Officer  
FitsMe

## INTRODUCTION

FitsMe an eCommerce SaaS startup founded in Estonia was acquired by Rakutan, Japan's answer to Amazon back in 2015. Fast forward to 2017, FitsMe was facing some considerable market head winds in both the UK and US trying to build on early customer wins. However, with a young and inexperienced sales and marketing team, FitsMe was fast running out of time not generating enough revenues to break even and prove its a viable business. And Just because FitsMe is owned by a behemoth in Rakuten, didn't mean to say it was safe.

With personalisation, technology and consumption models disrupting the eCommerce and retail landscape. Etailers needed to be agile and adapt continuously in order to stay ahead. Power was shifting fast towards consumers, meaning Etailers only had a very small window of opportunity to grab consumer attention, personalise the experience and make it simple and convenient enough to transact.

Thats when the CEO of FitsMe approached Ron Goddard, and asked for some help. The next 12 months would prove to be decisive.....

YoY Sales



Conversion Rates



Tier 1 Customers



## ABOUT

Ron Goddard

Ron provides business consultancy services. Areas of Expertise:

- Leadership & Management Training and Mentoring
- Business Development Advisory
- Business Advisory

NPS Score

+95



# Inexperienced sales and marketing function without the process and tools to be effective

## The Ask

1. Audit & Review Sales & Marketing Plan
2. Audit & Review Sales Function

## The Problems

- Weak value proposition: No clear demonstrable economic customer value
- High cost to acquire a customer
- Message and positioning fragmented and without resonance
- Inexperienced sales and marketing personnel without the process and tools to be effective
- Unnecessarily long complex sales cycles

## The Solution

- A KSA\* Sales Enablement Learning, Development & Onboarding Framework
- Simple sales playbook & tool kit
- ROI customer value proposition calculator
- Key deal management strategy and training
- Complete sales and marketing alignment on message, positioning and targeting
- Leverage the Rakuten eCommerce channel and existing customer relationship
- Amplify existing product customer champions
- Become the authority in the market place on the commercial and customer impact of poor garment fit

*"I am getting goosebumps just reliving the moment while writing this. The overriding feeling was relief, we had done it! 5 Deals in March, taking us to 10 deals in Q1 and 3 deals over budget."*      **Sales Director Matt Harris FitsMe**

## THE RESULTS



## Time for a new breed on Consultant

As software advances, computers are learning to undertake increasingly complex jobs and also eliminate menial tasks. People will need other ways to earn. Yet, however, clever a robot might be, will they have the capacity to train, inspire and mentor the new breed of entrepreneur. Human interaction and social intelligence are unlikely to be replaced by robots any time soon.

That doesn't mean we shouldn't change how we offer advisory and consultancy. Isn't it time we devised a new consultant model? It's actually happening right now

Ron Goddard is prepared to roll up his sleeves and get real. Consultancy is about looking at context, time, niche and the future. There may well be lessons to learn from the past but 'one size fits all' approach has vanished. When you consider 70% of Fortune 1000 companies expecting to fail the pressure is on to deliver, to change and to maintain freshness. Like businesses generally, consultants also need, to begin with, empathy, something no robot is likely to have anytime soon.

## Services

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