

# RAPID MARKET VALIDATION HELPS TECH COMPANY PIVOT AND MOVE FORWARD FASTER

## YOUR6

Founded by decorated military veterans and proven corporate executives, Your6™ is poised to revolutionize how human capital is aligned to fulfilling and successful careers.

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Doug Quitmeyer  
CEO, Your6

### OVERVIEW

Your6™ is a technology company that helps employers expand the available candidate pool and get the right people in the right roles faster. The company's proprietary predictive intelligence platform gives leaders the ability to reliably match candidates for competency, character, and chemistry, reducing turnover and maximizing investments in HCM.

### CHALLENGE

Your6™ originally built their platform to make it easier for veterans to find jobs, a goal which remains at the core of the company's mission. To this end, CEO Doug Quitmeyer and his team interviewed hundreds of veteran service organizations, including many HR decision-makers, about how to help these organizations better serve veteran jobseekers.

But Your6™ found out the hard way that addressing a significant pain point wasn't enough to get organizations on board for paid beta-testing. "We knew we had something, and we aligned our tech platform to address the pain and wasted time this target market was facing. The response during initial market research was a resounding 'Yes!' But when we built it and came back around, they changed their minds. We spent three months banging our heads against the wall." The team was getting pushback from the market, but had trouble tracking and quantifying it to figure out precisely why.

### SOLUTION

Your6™ partnered with Sellerant for help with the high-volume outbound engagement needed to uncover why the market wasn't responding as expected. Sellerant's Kickstart program provided a game plan and execution with the processes, systems, team, and expertise to rapidly scale these efforts and arrive at answers faster. With detailed tracking and reporting provided in HubSpot, the real reasons for market apathy became clear.

As it turned out, the tech platform resolved pains in one key area but didn't align with organizational priorities. Some target prospects were generally resistant to change and didn't want to switch from existing tools they knew and liked. Others saw the solution as a fundamental threat to their business model. According to Doug, "We didn't grasp the impact a platform that delivered this level of automation and accountability would have on the revenue stream for the organizations we were seeking to serve. It was simply the wrong product for the wrong market." Understanding the real "why" behind the "no" made it clear that a pivot was required.

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## OUTCOME

The Your6™ team took the information gleaned from working with Sellerant and pivoted to pursuing federal contracts. The tech platform was already evolving into an enterprise platform that would serve both the government and commercial sectors, opening up new revenue potential and further supporting this business decision.

Development is still ongoing, but revenue has seen a big shift since the pivot to a more favorable target market. Since then, the company has experienced a 3000% increase in revenue. In 2020, the team is looking at half a million by mid-year.

Your6™ has reached the point where having an internal sales team makes sense. But they see an opportunity in the future for Sellerant's next phase Accelerate solution if the company needs to ramp up sales outreach. "We've got a head of sales now. But if we needed to bang out volume and scale, we would work with Sellerant again. It's a great partnership and they have been integral in getting us to where we are now. They do what they say and have proven to be real friends in business."

## KEY BENEFITS

- Stage-aligned, budget-aligned, actionable market validation
- Access to an experienced team to handle outbound engagement at scale
- Detailed tracking and reporting to uncover and analyze hidden objections
- Data-driven decision to pivot product development and target market
- Preparation for revenue generation and exponential growth
- Fully developed sales engine in place to support internal team

## TAKEAWAY

"It was very valuable to have this quality and quantity of information gathered about whether our market would buy our solution. And if not, what was the real reason as opposed to what we assumed it was." - Doug Quitmeyer, Your6™ Founder and CEO