



Project Finance modelling experts Navigator choose Taurus to help plot comms course

Start-up Navigator gains professional expertise from Taurus

Rickard Warnelid and Nick Crawley founded Navigator Project Finance in 2005 to provide project finance modelling services and training courses to the global project finance market. Since their inception, they have continued to raise the global benchmark in services to the project finance sector and have become a leading brand.

Experiencing significant levels of growth, the dynamic team is taking leaps and bounds in the global market. Their client base includes Unicredit Group, the Islamic Development Bank, Rio Tinto, the Kingdom of Saudi Arabia as well as many small and mid cap companies seeking to develop projects ranging from \$20m to \$18Bn.

As a fast moving company, Navigator wanted to formalise their service offering and communicate professionally to a global audience. Navigator approached Taurus to help with producing a professional suite of sales and support material to clearly articulate their services offering.

"We have built a strong relationship with Taurus and trust their recommendations to enhance the standard and effectiveness of our marketing."

Nick Crawley, Managing Director, Navigator

Taurus provides more effective way to engage with prospects

Navigator Managing Director, Nick Crawley, explained initially, "When people asked for more information on what we could do, we would point them to the website or generate material from scratch, which was inefficient."

Taurus Messaging and Positioning methodology gives Navigator focus

"Having the Messaging and Positioning report at the early stages of our relationship with Taurus was great. It enabled us to focus exactly where we were now and gave us a clear indication of where we should be heading."

Nick Crawley, Managing Director, Navigator

Taurus suggested a strategic approach to determine the right outcomes and took Navigator through the Taurus methodology starting with a Messaging and Positioning strategy session. This allowed Navigator to understand the real business drivers and set the groundwork for the formulation of an appropriate marketing plan and sales tool kit.

The Messaging and Positioning report provided clarity on where Navigator was; where they wanted to go and what marketing tools were needed to get them there.

Taurus gets Navigator 'sales ready'

It was clear Navigator needed a full suite of high quality, professional sales collateral, including customer case studies as proof of concept and a suite of product and service fact sheets. The sales collateral produced by Taurus provided a clear and concise summary of the services Navigator offers.

"The case studies and fact sheets produced were accurate, simple, clear and highly professional - they summed up perfectly what we do. It meant when people came to our website there was material to download which helped build our credibility," explains Nick Crawley.

"People found it easier to tell other people about us. We are confident now we have a professional sales kit - it helps decision making and gives security to prospects they have found the right people in Navigator."

Nick Crawley, Managing Director, Navigator

Taurus gives Navigator a professional look

Now when a prospect asks for more information, the Navigator team can mobilise a suite of tailored and relevant information in minutes. This has saved time and instantly communicates Navigators core values, key messages and unique selling proposition.

"We utilise the collateral in the reception area of our office to demonstrate our philosophy of professionalism. The suite shows our expertise in a snapshot. Taurus was able to deliver a highly professional, cost effective and efficient sales collateral suite. We have had nothing but positive feedback from clients and prospects that have utilised the sales pack."

Nick Crawley, Managing Director, Navigator

Navigator asked Taurus for marketing collateral, Taurus delivered:

- Messaging and positioning strategy session
- Strategic comms report
- Product fact sheets
- Customer case studies
- Sales counsel
- Operational counsel
- Template creation

Smart Thinking... Exceptional Results

Taurus is one of Australia's fastest growing, privately owned, Marketing, Public Relations (PR) and Creative consultancies whose clients range from small-to-medium businesses to major ASX-listed corporations. Taurus offers unparalleled levels of personalised service with a practical, 'no bull' approach to executing integrated marketing communications for business to business markets. We warmly invite you to experience the Taurus way of doing business!



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