Pickworth GTM
ACHIEVING MARKET OMNIPRESENCE

LEAR CORPORATION

CASE STUDY

# Breaking Into Two of the Most Difficult Enterprise Accounts in the World



*The only strategy that is guaranteed to fail is not taking risks."*
- **Mark Zuckerberg**

# *Company Snapshot*

lear.com

**Lear Corporation is a Fortune 200 global automotive technology and manufacturing company with more than 160,000 employees and billions in annual revenue.**

Lear supports virtually every major automotive brand globally through advanced seating systems, components, electronics, and operational technologies.

## *The Challenge*

Lear engaged PGTM through its Strategic Initiatives team after extensive internal iteration surrounding a last mile delivery technology initiative.

The organization had already invested substantial time, resources, and cross-functional business unit support into the project through multiple rounds of design sprints and internal development.

**Lear lacked one critical component: Real world executive market validation.**

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The company needed direct conversations with decision makers inside **two of the most difficult enterprise organizations to penetrate:**

amazon FedEx

### *The objective was simple, but difficult:*

Determine whether Lear's last mile innovation aligned with the strategic roadmap of these organizations.

# What Pickworth GTM Executed

PGTM was brought in as an unorthodox outbound solution operating outside of Lear's traditional warm market enterprise relationship strategy.

**Over a 90-day initiative, PGTM deployed a multichannel executive outreach campaign leveraging:**

- cold calling
- email
- SMS
- LinkedIn outreach

Despite the notoriously difficult and noisy nature of both enterprise environments, PGTM successfully generated executive engagement within both target organizations.

## *Focus on securing Conversations with:*

- C-suite leadership
- Innovation stakeholders
- Last-mile delivery strategists
- Operational executives

# Results

PGTM successfully penetrated both target accounts and facilitated strategic market conversations with relevant enterprise stakeholders.

**The initiative ultimately produced a critical strategic outcome:**



Avoid continued resource allocation toward a non priority initiative



Redirect internal resources toward more strategically aligned opportunities



Gain real world market validation directly from enterprise buyers



Accelerate executive level learning cycles without relying solely on internal assumptions

Lear learned that the last-mile technology initiative was not aligned with the near-term roadmap priorities of either organization.

# Strategic Outcome

PGTM enabled a Fortune 200 enterprise organization to rapidly access difficult to reach executive stakeholders and obtain critical market intelligence that informed strategic resource allocation decisions.

Rather than relying on assumptions, Lear gained direct enterprise feedback from two of the largest and most operationally complex organizations in the world.