



B2B Focus Groups with Learning and Development

Unlocking Insights to Evolve with New and Changing Industry Developments

CHALLENGE

A global talent platform company implemented an organization-wide effort to restructure and verticalize their sales team to meet the demands of the post-COVID workplace. To ensure their sales team would effectively support their clients under the new structure, the company wanted to understand the demands within each vertical.

THE GLG APPROACH

GLG ran a total of eight focus groups globally to learn about the hiring goals, behaviors, and expectations of target decision makers. Each session featured four talent acquisition leaders from our network of experts, operating in representative B2B industries, to help uncover ways the company could better meet their needs.

Each focus group was blinded and recorded, allowing employees across the organization to listen and read the transcript for a first-hand look of the findings.

OUTCOME

Our in-house research team helped ensure the session goals were clear and delivered the client key findings to understand each vertical. The results informed the organization on a global scale, providing overarching themes, terms, and language across each vertical, current industry challenges, and insights into how to be a better business partner.

FEATURED PRODUCTS



GLG Qualitative

Using GLG Qualitative's virtual focus groups, our client became a better thought partner and was equipped with key information to support clients and the shift to their new global structure.

Why GLG?

Experienced Research Team

GLG sourced project leads with deep research experience to run a total of eight virtual focus groups across six markets. GLG provided the client with a full-service approach — supplying a moderator or local language translator, building out discussion guides, and compiling a detailed report of results for each focus group.

Recruiting

GLG contacted HR decision makers from enterprise organizations that operate in representative B2B industries, including finance, manufacturing, retail and hospitality, logistics, consumer goods, and healthcare.

[Learn more](#)

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision

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