

ICSC 2025

Sales Management Case Finals Addendum:

After reviewing the initial consulting recommendations, CoStar's senior leadership team expressed strong enthusiasm for the strategic direction presented but asked for deeper clarity on segment prioritization. Specifically, they want the consulting teams to identify which owner segments CoStar should target first and why, based on factors like ease of conversion, and alignment with seller readiness and product capability. They also want to know which segments should be deprioritized or delayed in the near term due to limited resources, product fit, or sales complexity. The goal is to help CoStar focus its efforts on the ownership groups most likely to yield early traction and sustainable growth while ensuring disciplined use of sales and marketing resources.