

## CLIENT CASE STUDY SNAPSHOT



### Channel Partner Support Campaign

#### Client Profile

This Client, a publicly traded company, is a worldwide leader in online meeting applications, with 64% market share. This OEM Vendor connects more than 3.5 million users every month to communicate and collaborate online.

#### Program Objectives

- Increase the volume of sales generated by its partner VARs. The metrics for the campaign were established by the Client at the onset of the program.
- To plan and implement a qualified lead generation and lead management program.
- To test and execute offers, incentives and informational content for the email/call strategy.

#### Success Snapshot

- **Lead goals were surpassed by 187%.** All other metrics were either achieved or surpassed.
- The campaign **ROI, based on an estimated pipeline was 339:1.**

## Channel Partner Lead Pipeline Building and Lead Management Program

### Client Challenge

The Client was increasing emphasis on channel sales in its revenue growth plans. Additionally, the Client desired to increase sales in larger enterprise prospects where it currently was facing challenges. The Client's channel partner group was in the unique position to achieve both goals with its position in the marketplace. Many of the Client's channel partners had installed bases of enterprise level customers that were appropriate targets for the Client's telecom solutions.

However, the channel partners were challenged with limited sales resources and focused the majority of their efforts targeting traditional telecom buyers. The channel partners did not typically explore departments that had problems that could be solved by the Client's products.

The channel partners needed selling funnels primed with pre-qualified opportunities, along with the target account prospect contact information and business issues identified. Since revenue goals were near term, both the Client and its channel partners needed expert advice on how to plan and execute a new go-to-market campaign which would circumvent obstacles, penetrate targets, identify needs and generate qualified leads.

### DMP Solution

DMP developed and executed a formal Partner Support Program to meet the needs of both the Client and its Channel Partners.

### Process & Tactics

- Simple-to-use sales demand generation campaign execution process for participating partners.
- Identified new prospects with responsibilities in the target accounts that could benefit from Client solutions.
- Executed outbound touch strategy to engage target accounts in needs and pain dialogue and capture the information.
- Applied qualification criteria to the prospects answers.
- Routed the qualified opportunities to the Client and the partner.
- Reporting and benchmarking.
- Training of DMP personnel on the pre-sales aspects of the Client's products.
- Tracking all elements in the customer database and providing periodic uploads.

### **DMP'S CHANNEL PARTNER PROGRAMS OFFER:**

**Replicable lead generation  
programs**

**Fast and scalable process to  
boost channel sales**

**Program accountability**

**Decreased risk due to  
increased control throughout  
the campaign**

**Improved sales efficiency**

**Cost savings**

**Elevated company status**

### **Direct Marketing Partners**

is an outsourced business-to-business marketing service provider. Through the use of proprietary tools, personalized multi-touch strategies, and unmatched analytics, we specialize in optimizing lead pipelines, accelerating our clients' marketing-through-sales cycles, and achieving measurable, robust ROI. Our core competencies include sales lead generation and qualification, direct and channel partner lead pipeline management, audience acquisition, and database marketing and management.

### **Set Up & Partner Launch**

- Performed situation assessment for each partner.
- Established metrics and benchmarks for each partner.
- Reviewed any related existing sales/marketing campaigns.
- Performed database assessment: installed or new.
- Reviewed positioning and messaging.
- Reviewed and assessed business pain points.
- Assessed qualification questions.
- Developed qualification criteria for the program.
- Set up database and DMP automation tools required
- Set up reporting.

### **Project Success**

#### **For the Client:**

- Boosted channel sales by providing a customized Channel Partner turnkey demand generation program to fill partner selling pipelines with pre-screened and qualified prospects for Client solutions (i.e. Training center, event center, meeting center, sales and marketing, etc.)
- Elevated the Client's status in the partner's day-to-day sales and marketing efforts by enabling them with selling opportunities.
- Provided the Client and its partners with a seamless Channel Sales Support Center assisting in the planning and tactical execution of the go-to-market programs.
- Provided the trained staff, expertise and tools to carry out the partner sales pipeline building campaigns
- Offered input on "go-to-market best practices" to optimize the program results.

#### **For the Channel Partners**

- Boosted sales by helping participating partners to penetrate and sell more to their installed customer bases
- Helped accelerate the partner's sales cycle for specific Client solutions.
- Identified new business decision-makers in the partner's customer database.
- Generated current and future sales prospect pipelines for specific Client solutions in the targeted accounts.
- Identified the immediately qualified opportunities.
- Captured the longer-term prospects.