

Challenge

A Channel Brand Manager of Backup and Storage hardware was tasked with finding a solution to increase its volume of sales through one of its largest Resellers / OEM partners. Traditionally, it has been a challenge to measure the Return On Investment (ROI) of their Marketing Development Funds (MDF). Because most reseller models represent thousands of products, the top questions that arise from a Reseller “push” system are:

- How often do my Reseller's Sales Representatives mention our products?
- What amount of mindshare do we have with each Sales Representative?
- What is the expertise level of each of the Sales Representatives?
- How can we get visibility into their system to measure the effectiveness of our MDF funds and campaigns?
- What is the most effective way to work with our Reseller to boost sales?

Solution

Minecor's goal was to acquisition new customers and build a sales pipeline that can sustain a predictable revenue run rate. Minecor selected two dedicated Sales Specialists for this Revenue Generation Program and aligned them with several of the client's Small Business & Midmarket Sales teams. Using the Reseller's account base, Minecor launched an outbound call campaign into a targeted set of accounts based on their previous purchases. Minecor developed immediate rapport with prospects, initiated the product interest, provided consulting/pricing, and closed the sale in many cases. Sold accounts were transitioned to the Reseller's Sales Representatives for order entry. Minecor's Sales Specialists continued to work with prospects that were not ready to buy and set future timelines to reconnect and close the business. All correspondence between Minecor's Sales Specialists and prospects was conveyed to the corresponding Reseller Sales Representatives to produce quotes and enter orders and also to ensure synergistic customer service.

Requirements

- Build a Sales Pipeline that produces a predictable revenue rate
- Seamlessly work with Reseller's existing sales force
- Tenured industry proven Sales Specialists to uphold client's image
- Expertise to understand and communicate complex technologies
- Weekly reporting of activity and success rate
- Periodic reporting of Marketing Intelligence and a full analysis of results
- Rapid notification and transfer of details to client Marketing Executives
- Ongoing analysis of Market trends
- Marketing feedback of competitive landscape
- Marketing feedback regarding product/service offerings

Solution Overview

Results:

- **10 times Return On Investment (ROI) within 90 days**

- **Over 15 times sustained ROI within six months**

- Solid Sales Pipeline that continues to deliver

- Increased visibility into Reseller/OEM Partner activities along with market intelligence of their account base

Profile: Tier 1 Manufacturer of data storage

Company: Global leader in storage, delivering highly reliable backup, recovery and archive solutions

Channels: Sells Primarily through Resellers and OEM partners

Challenges:

- Increase Revenue of second largest Reseller/OEM Partner

- Work seamlessly within Reseller/OEM Partner's account base

- Communicate effectively with Reseller/OEM Partner's Sales Team

- Increase account penetration and acquisition new customers

Minecor Services Used:

Revenue Generation Program

- 2 dedicated Minecor Sales Specialists

- Minecor Automated Lead Notification System

- Personalized e-mail Campaigns

Details

Minecor began by researching all collateral and training materials related to client's products. This was followed by a research initiative into competitive companies and products to further understand the market and various strengths and weaknesses of other solutions. A logistic schematic was put together to outline the entire sales process and correspondence system with all parties (Manufacturer, Reseller Sales team, Minecor team).

Minecor collaborated with the client to determine the most valuable capture elements that need to be obtained during the conversations with buyers. The capture elements were integrated into the Call Guide, which was drafted by Minecor's Marketing Team. The Minecor development team took the call guide and reporting details to configure a customized solution.

Minecor selected two of their experienced Sales Specialists and began the internal program briefing. Further training took place just before the launch of the program and was conducted by the client's Product Marketing Manager. It was at this point that the contracted period began.

In this example, Minecor did not charge for the research and setup costs to launch a program.

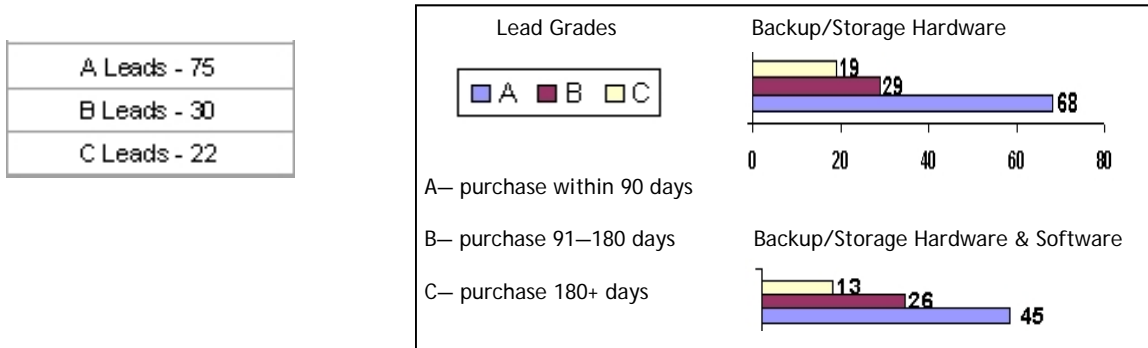
Results

Results were defined by following categories:

- Sales Pipeline - Leads Generated
- Closed Business Revenue - (ROI)
- Business Segment Environment/Needs Analysis
- Current Backup Practices & Equipment
- Backup Hardware Pain Points & Challenges
- Backup Software Pain Points & Challenges
- Identified Selling Obstacles

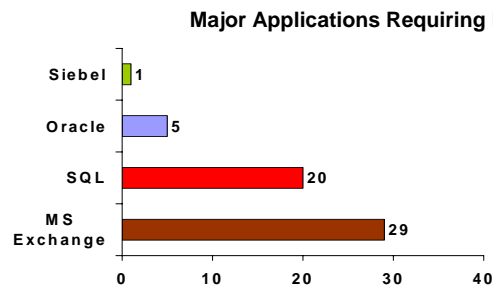
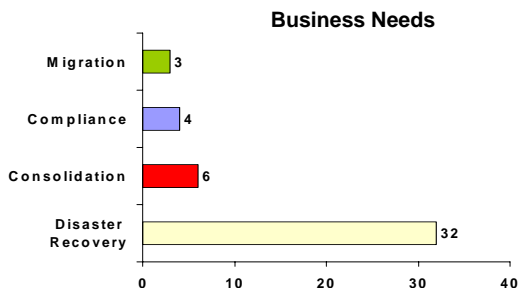
Partial sample output:

Sales Pipeline: Minecor was able to produce a high closure rate within a short sales cycle as depicted by the highly weighted number of A Leads.



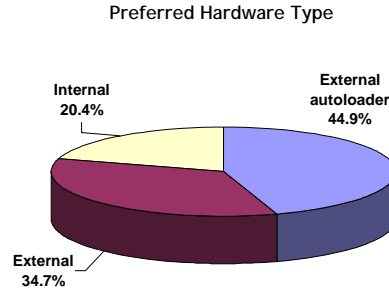
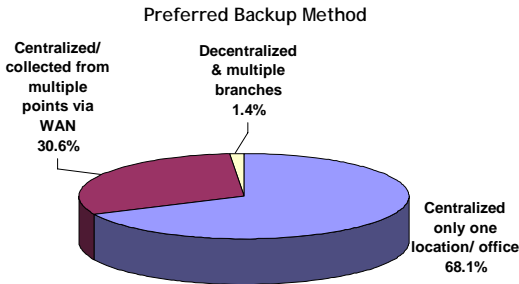
Closed Business Revenue: Minecor obtained a **10.5:1 ROI** and leveraged other activities from another Minecor program with the same Reseller to achieve a return of over **15** times the original investment.

Environment/Needs Analysis: Characteristics of the targeted Small Business and Midmarket were reviewed and used to better position product/solution offerings.

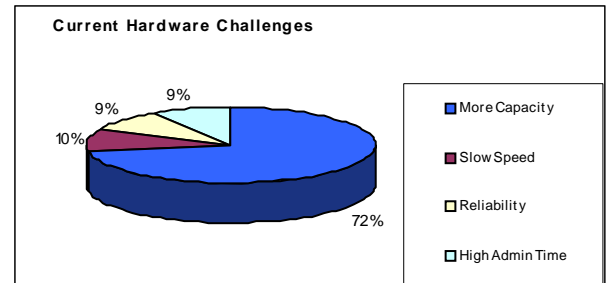


Results (continued)

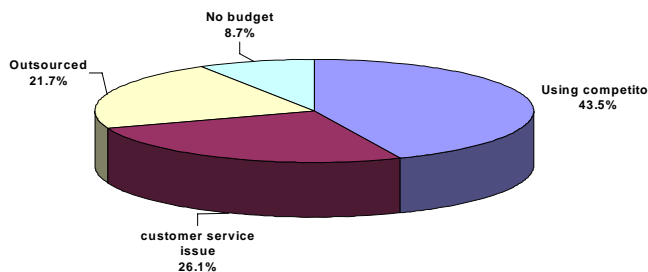
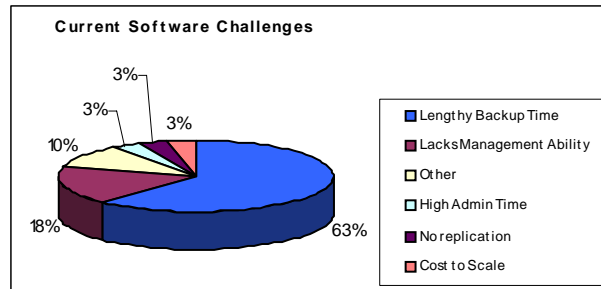
Current Backup Practices & Equipment: Learning how customers currently work gave further insight to product positioning.



Backup Hardware Pain Points & Challenges: Minecor's client used captured data to reposition marketing and advertising strategies. Minecor's Sales team also used this information to reposition approach and lead-in messaging.



Backup Software Pain Points & Challenges: The client sought information for future development and to pick strategic software partners for solution bundles by business type and size. Minecor's Sales Specialists were able to simplify the selection process for complimentary software.



Identified Selling Obstacles: Minecor quickly determined the the major selling inhibitors and collaborated with the client to review and agree upon best practices for responses to the various scenarios.

For more information about Minecor's Revenue Generation Programs, Evaluation Management , Data/List Services or other Minecor services **contact Minecor Business Development:**

1-866-218-3940
sales@minecorinc.com

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