LMDM LEADMASTER DIRECT MARKETING

Case Study

Company Background

This high tech company sells a complex solution to medium and large businesses. Their product is usually bundled with a key software application (MS Office, SAP, Oracle Financials, CA etc.) and a configuration of high tech equipment (Servers, Networking Equipment, Storage). There are also consulting and service elements to ensure the overall project is a success.

Target Market

The company targets their customers on a worldwide basis, with special emphasis on North America, EMEA and Asia Pacific. The target market is a company with 800+ employees. The key industries include all service related businesses as well as manufacturing and distribution.

Business Challenge

The CEO asked the company's marketing team to measure ROI on all demand generation campaigns. With thousands of leads being distributed to both direct and indirect channels, tracking actual sales results was a daunting task. In short, they needed a way to close-the-loop for all leads being passed to sales.

Like many companies in their industry, the channel sales reps reported closed deals up through their respective companies, not directly to the organization that was providing sales leads. The challenge was to capture, measure and highlight the marketing campaigns that were most effective, thereby providing the ROI reports required by the CEO.

Sales Lead Driving

Solution

LeadMaster provided trained "Lead Driver" teams to help track each and every lead, thereby measuring the success of each marketing campaign. The service included following up with each sales rep (direct and indirect) to track the progress of each sales opportunity throughout the sales cycle.

Often, complex technology sales may take as long as a year before the deal is closed. During this lengthy sales process, many changes occur, such as the introduction of a new decision maker, a reassignment of the sales rep managing the deal and a configuration change in the actual solution being proposed, to name a few. The LeadMaster Lead Drivers are responsible for keeping the lead active and reporting the progress of each lead back to the marketing campaign manager. With key data, such as the assigned partner or rep, the projected sales date, current lead status and potential sales amount, LeadMaster tracked the progression of each lead until the sale was made or the deal was lost.

In the case of deals won, LeadMaster provided the final amount of each sale, including purchase order information. If the deal was lost, the reason why was also provided.

Results

LeadMaster's Lead Drivers tracked over 2,000 leads throughout their respective sales cycles over a period of 1 year. This project identified over $350 million of actual closed sales that were initially uncovered by the marketing teams. LeadMaster real-time reporting captured closed deals as they occurred which helped the marketing managers communicate the effectiveness of their campaigns.

Sales Lead Driving

Summary

Lead Driving services help the customer understand how lead generation campaigns make a huge impact on sales. Additionally, the Lead Driving service provides an analysis of both direct and reseller sales reps in terms of their follow-up on the sales leads. The LeadMaster Lead Driving service helped measure and track the marketing team's impact on new business and increasing sales revenue.

Account Profiling

Appointment Setting

Lead Generation

Lead Nurturing

Prospecting

TeleSales

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