

Challenge

A leading computer manufacturer needed to meet growing quarterly revenue quotas for its' mobile computing division. To accomplish this, they needed to increase their pipeline by over 40% while retaining their historic close ratio of 5:1 (working deals to sales). An additional goal was to diversify its account base beyond its most prominent vertical. The new pipeline within these newly-identified verticals needed to maintain the same or better historical close ratio to keep their sales departments productivity from decreasing.

Solution

Their solution was engage Minecor's Revenue Generation Program. A team of Minecor Sales Specialists were used at a ratio of one per six Outside Sales Executives. Minecor's Master Database of >750,000 contacts spanning all verticals was incorporated as a major resource to mine prospects. Minecor also integrated its activities with the client's outward-facing identity to provide a seamless experience to the end-users/customers/prospects.

Requirements

- Cost-effective and flexible system to feed new "working deals" to a large outside sales force.
- Measurable of Return on Investment (ROI)
- Tenured industry-proven Sales Specialists
- Ability to target database by specific verticals and segments based on employee size and/or revenue
- Ability to obtain measure performance in new verticals/industries
- Weekly reporting of Sales Pipeline
- Periodic reporting of Sales & Marketing Intelligence
- Ongoing comprehension & positioning of new products
- Easy migration of data to client's CRM (Customer Relation Management) or SFA (Sales Force Automation) system
- Immediate notification and transfer of lead details to client's Sales Executives
- Ongoing analysis of Market trends
- Marketing feedback of competitive landscape
- Marketing feedback regarding product/service offerings

Solution Overview

Profile: Computer Manufacturer

Company: Primarily manufactures and sells servers, storage, and mobile computers

Channels: Sells primarily through VAR's (Value Added Resellers) and SI's (Systems Integrators)

Challenges:

- Create new revenue stream by augmenting existing Sales Pipeline
- Diversify customer account base
- Feed leads to Outside Sales Force and Channel Partners nation-wide

Minecor Services Used:

Revenue Generation Program

- 4 Minecor Sales Specialists
- Minecor's Master Database (750,000 contacts spanning all major industry verticals)
- Minecor Automated Lead Notification System
- Personalized e-mail Campaigns

Results:

- **17 times ROI within 14 months**
- **27 times ROI within 30 months**
- Penetration into major competitor account base
- Realized revenue streams from diversification into new verticals

Details

This computer manufacturer focused solely on inbound sales activity and did not have any outbound efforts to drive account acquisition. Their outside sales representatives did not have the bandwidth to stay in touch with their entire customer base and contact new prospects within their respective regions. The outside sales force focused on the vertical that was the company's major strength. They spent nearly all their time on accounts within their most prominent vertical and found little time to make calls into new verticals and measure the output of different angles or sales pitches.

The Vice President of Marketing/Sales had the task of implementing a solution that would meet revenue and diversification goals with a limited budget. He knew that increasing traditional marketing efforts such as advertising, trade shows, and mail campaigns would create awareness but may not accomplish the goal of getting their sales team in front of decision-makers. From experience, he also knew that having direct contact with buyers was the quickest way to acquire new accounts and grow residual business through good product/service and relationships. After speaking with Minecor, he realized that with a limited budget, he could implement an extension of the company's sales team and have a mechanism to stay in front of existing customers while acquiring new customers.

The Vice President of Marketing/Sales selected a Minecor Revenue Generation pilot program initially utilizing two Minecor Sales Specialists. His goal was to keep his risk low, build upon success, and scale the Minecor sales team upon the realization of true ROI.

After initial research of all the client's training and marketing sales collateral, Minecor prepared Call Guides, marketing data capture fields, automated systems to feed the sales teams, configured phone systems and e-mail to be seamless with the client, and defined reporting as well as feedback procedures to track ROI. Minecor then segmented and prioritized its Master Database to match criteria previously set by the client and developed a private database with a user interface customized for the program. Minecor assigned two of its' Sales Specialists based on their backgrounds. Each Sales Specialist had over four years of industry Inside Sales experience. Minecor conducted program training and product training was provided by the client. The elapsed time from initial preparation to launch was approximately two weeks.

Minecor ramped up its production in the initial two weeks of the program and began to fill the Sales Pipeline with new business opportunities. The communication between Minecor's Sales Specialists and the outside sales teams was established and maintained to ensure the best of practices and prompt attention to customers/buyers. Minecor continued to deliver opportunities and adjust the program based on findings that were periodically delivered to the manufacturer's management team. The result was continuous performance increases and real revenue growth as each sales cycle passed. After revenue goals were met and the system was proven, the Vice President of Marketing/Sales expanded the Minecor team to four Sales Specialists.

Summary

Minecor solved a critical Sales Pipeline problem for the Vice President of Marketing/Sales. Its Revenue Generation Program added real incremental revenue, achieving over 27 times ROI. Other goals accomplished included penetration into and acquisition of accounts within several new markets/verticals while increasing performance in the client's most prominent vertical.

For more information about Minecor's Revenue Generation Programs or other Minecor services contact Minecor Business Development:

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