

This Fortune 100 company sells its own line of computers and related equipment to businesses and consumers worldwide. They also resell all types of third party hardware and software. Because this manufacturer has such a broad width of products available and vast customer base, they made a strategic decision to outsource specialized parts of its sales and service functions.

Handling large amounts of orders on a daily basis is a major part of this company's day-to-day business operations. Outsourcing certain parts of its sales and servicing processes not only provides a cost effective means to provide the best coverage and attention to its customer base, it also allows for specialization of sales and technical skills to better serve its business customers within each business segment (Small Business, Mid Market, Large Corporate).

Challenges

1. Limited number of technically skilled sales personnel; Sales force primarily focused on selling company's core product line
2. Penetrate market place with new product line despite strong competitors
3. Capture and interpret sales intelligence to make future business decisions
4. Win additional portions of IT budget within each customer account
5. Grow customer base for networking product line and sell subsequent product releases

Solution

Minecor integrated its Front-to-Back Sales System. A team of Minecor Sales Specialists were aligned with the manufacturer's sales teams. The client provided Minecor with a list of accounts along with demographics and relevant attributes. Minecor also assimilated the client's outward facing identity to become seamless to the end-users/customers/prospects. Minecor was responsible for all aspects of the sales process including finding the correct decision-makers, initiating product interest, scoping the current network topology and future plans, positioning the manufacturer's networking products for upcoming projects, and closing the sale.

Requirements

- Turnkey Sales system encompassing entire sales process
- Minimum 10 times Return on Investment (ROI)
- Tenured industry proven Sales Specialists experienced in networking
- Sales System providing near real-time communication with existing sales force
- Weekly Sales Pipeline & Periodic Marketing Intelligence Reports
- Quick transition and adaptability to market trends and competition
- Easy migration of data to client's CRM (Customer Relation Management)
- Rapid notification and transfer of orders and details such as SKUs, pricing and quantities to corresponding Account Managers
- Marketing feedback of competitive landscape

Solution Overview

Profile: Computer Manufacturer

Company: Large manufacturer of servers, desktops, notebooks, storage and networking hardware.

Channels: Direct Sales of computers, networking hardware, peripherals & reseller of third party hardware and software

Challenges:

- Create new revenue stream by outsourcing an additional synergistic sales system for networking product line
- Penetrate an already competitive marketplace with new product line

Minecor Services Used:

Front to Back Sales System

- 4 Minecor Sales Specialists
- Private database configured to house customer's proprietary data
- Minecor Automated Lead Notification System
- Personalized e-mail Campaigns

Results:

- **11.6 times ROI**
- Penetration into major competitor account base
- Addition of a sales system with predictable revenue stream
- Maximization of account coverage and capture of larger portions of customer IT budgets

Details

The Product Marketing Manager had the challenge of increasing market share for a new product line within an established marketplace and extremely competitive environment. Market penetration for this product had already been tried internally with a limited amount of success. Part of the challenge was that the Sales teams primarily focused on core products and all other selling ventures took a “back seat” and were overlooked as a topic of conversation. This challenge was combined with the fact that the average sales person did not have the knowledgebase or technical expertise to position the networking gear effectively.

This manufacturer/client relied on Minecor’s experience and expertise to build a team and a process resulting in a consistent revenue stream to surpass their ROI expectations of at least 10 times their investment. Minecor took an initial two weeks to train personnel and build the infrastructure and data system facilitating a streamlined sales system customized to maximize resource utilization and significantly impact the amount of realized revenue each month. This system provided a means to segment and prioritize prospects, align Minecor Sales Specialists with its client’s Inside/Outside Sales teams, and drive customized reporting which would also includes periodic marketing reports and analysis of results as well as market trends. Minecor assigned four Sales Specialists to be dedicated to the account. The selection was based on past industry sales experience (3 plus years of industry sales experience required) and technical expertise.

Minecor’s team of Sales Specialists began the outbound sales campaign into a database of over 25,000 accounts. Initial sales of products began within the first week, but Minecor focused on establishing a sales pipeline. By using a consultative approach to build rapport and provide a value-add to customers, Minecor’s team successfully positioned the products, qualified future opportunities and categorized them by timelines. Within three months, Minecor had determined the number and frequency of touches required to optimize the probability of a sale. Even though the product could be considered a commodity, price ranging from the low hundreds to thousands of dollars per unit, it was a necessary to stay in front of a customer multiple times throughout the sales cycle to close the deal due to the longtime standing competition. By the second Quarter, Minecor’s program efforts began yielding a steady revenue stream equal to 7 times the client’s investment. **At six months, Minecor hit 11.6 times ROI and sustained this rate for years ongoing.**

With the Minecor sales system, the client effectively managed a larger base of accounts as compared to their previous efforts. Communication between Minecor Sales Specialists and the client’s Sales teams happened in near real-time and was a value-add that was seamless to the customers. As a byproduct, the extension to the account management function brought multiple sales opportunities straight to the client sales team where additional revenue was realized for its core products as well as third party software and hardware. This lead the client to initiate further programs and include additional product lines into Minecor’s Front-to-Back Sales System.

Summary

Minecor solidified the new product line by establishing a predictable and ongoing revenue stream. The Front-to-Back Sales System produced an 11.6 times ROI (not including other sales opportunities generated for other core and third party products). Minecor’s services also allowed the manufacturer to manage and cover over 17,000 accounts per Quarter.

For more information about Minecor’s Revenue Generation Programs and other services
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