



THE CHALLENGE

Company B is a worldwide manufacturer of wireless technology for the enterprise and service provider markets. Company B has headquarters in the United Kingdom and United States and they market, sell and deploy their technology across the entire globe. They recognized that they required additional resources to recruit qualified business partners with wireless experience without distracting their Sales Directors from quota-driven activities.

Company B also required temporary lead generation to provide their Preferred Partners qualified opportunities and a cohesive approach to implement channel marketing's efforts while increasing sales. Formerly, there was no central repository of information which created a disconnect between what Channel Marketing and the Sales Directors and what accounts/business partners they were working with. The Worldwide VP of Sales was collecting forecasts and tracking quarterly revenues merely through Excel spreadsheets.

Additional challenges that Company B faced was, as with many other distributed enterprises, most of their U.S. staff telecommutes which limits their ability to have an internal call center or central place for customer and partners to call for questions and support. Company B recognized that it lacked the internal skills and resources to both support the partners, house inbound marketing 800#'s and maintain a shared electronic warehouse of information from sales calls, marketing events, opportunities, etc.

THE SOLUTION

Company B contracted with Chameleon Group to accomplish four primary tasks:

- 1) To develop their indirect channel. Chameleon provided a dedicated Inside Sales resource to perform various channel manager activities. Chameleon conducted outbound calling to high-level Directors and Vice Presidents of resellers to identify VARs who met Company B's profile and were ideal partners in US, Canada and Latin America. If the business partner was qualified, Chameleon recruited them into an upcoming training, assisted them in completing the Preferred Partner application and scheduled meetings with Company B's Sales Directors. Chameleon also scheduled webinars for resellers unable to attend trainings, provided Tier I support and training needs to resellers and served as a back up to the field sales managers to follow up on opportunities and schedule appointments.
- 2) To provide a web-based sales contact system. Chameleon provided Company B a highly personalized and confidential web-based database to house all information (contact name/information, call notes, set call events, attach Business Partner applications, quotes, forecasting, product sales, etc.).

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Working closely with Company B's sales and marketing teams a variety of templates were developed to reduce paperwork, streamline requests, increase customer/business partner response and reduce the sharing of spreadsheets for updated information. For example, Business Partner applications and the "Contact Us" pages were linked from Company B's website to the web-based sales contact system so such requests would be routed to the database and assigned to the appropriate rep (in this case the Chameleon Rep) for immediate follow-up. Additionally, when such templates are "submitted" by new resellers from Company B's website – an email notification automatically alarms the Chameleon Rep who can then respond by phone and email, answer questions, provide training support or escalate to another member of Company B's technical team.

The web-based sales contact system also allows anyone in Company B to pull highly customized reports, provides the VP of Global Sales an accurate forecast of deals by dollar value, product set, geography, etc. and email market directly from the system.

- 3) To develop end-user leads. Chameleon conducted outbound calls to end-user leads to pinpoint and qualify opportunities for Company B, which were distributed and fulfilled through Preferred Partners. Chameleon also offered a closed-loop to follow up with end-users and ensure the business partner contacted them and that the sales cycle was moving along.
- 4) To supply an inbound 800# and support for all marketing campaigns. Chameleon Group provided Company B an 800# to be used for marketing campaigns where we answered and responded to all incoming calls. Based on the call to action for the program, Chameleon Group either qualified potential ISP's for a "Free Try and Buy" or presented new and existing resellers with Sales Express Kits, including Partner Data Sheets, PowerPoint presentations, and flash emails that the Business Partner can customize and send to their end-user prospects.

TECHNOLOGY UTILIZED

Chameleon Group utilized the customized and highly secure web-based sales contact system to capture all contact and company information and journal of sales information such as: call notes, details, callbacks, opportunities and forecasting. Furthermore, attaching quotes, brochures, event registrations, business partner applications and "Contact Us" forms from the website.

The easy-to-use web based application created a consolidated knowledgebase of business intelligence accessible 24/7 to all members of Company B (with read/write right-access privileges). This web-based CRM tool also enabled marketing to quickly and effectively measure campaigns, track lead follow-up and provided them a simple-to-use email marketing apparatus. *(Future capabilities to link their Preferred Partners into the database to send/receive leads and lead updates are available but not yet implemented).*

Chameleon designated DID phone numbers and voicemails for the Sales Rep and the 800-inbound marketing number which were all customized to Company B continuing with the complete transparency that our clients require. Chameleon had email aliases set up through POP3 accounts so all email correspondence will appear as if they were originating from Company B.

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THE BENEFIT

Because of Chameleon's highly professional technical sales abilities, Company B was able to:

- Bridge Channel Marketing and Sales Directors together to increase communications and handle all overflow activities and functions through both the Inside Sales rep communicating and the web-based sales contact system.
- Chameleon identified and recruited an average of 16 qualified Business Partners to each of the 20-25 Regional Trainings (not including webinars, individual trainings and one-on-one appointments).
- Have Chameleon generate demand for Company B's solutions with end-users by cold calling and attracting new business opportunities, which were distributed out to Company B's preferred partners and tracked for, follow up.
- Developed a uniform and global web-based sales contact system for all of Company B's sales, marketing and operational management team to utilize. This created an effective and efficient way to get leads, receive email reminders, log on anywhere to the customized web login page and find out the real-time status of campaigns/leads/accounts, update their forecasts or communicate with fellow employees or customers. Additionally, reports can be generated on-the-fly to monitor progress.
- Have their inbound marketing 800# captured and have Chameleon provide at least a minimum a first-level qualification and personalized approach (including but not limited to random technical support calls, customer and business partner requests, etc.).

Overall, the approach created a virtual call-center and customer-partner relationship database for Company B.

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