



THE CHALLENGE

Company F is a pioneering managed IP telephony service provider offering the first business phone solution built from the ground up for broadband to help Small and Medium Businesses (SMBs) reduce capital and operating costs while taking advantage of full-featured telephony solutions.

Company F's challenge was identifying and generating new opportunities, both on a direct basis and on behalf of their channel partners. They were lacking the expertise and personnel to implement their own Inside Sales department and recognized the need to foster continued mindshare and enthusiasm within their business partner base as well as the need to generate additional incremental direct sales opportunities. Company F required a company who not only had extensive sales experience but also had a demonstrated track record of consultative, professional multi-channel sales success in the high tech industry.

THE SOLUTION

Company F contracted with Chameleon Group to fully implement an inside sales operation with an advanced demand generation program. Chameleon placed highly trained and experienced sales personnel to outbound call and create opportunities in two broad areas; direct sales of Company F's offerings, as well as calling against lists provided by Company F's Business Partners.

Demand Creation

Cold calling and developing qualified opportunities in the small to medium business (SMB) market is the first part of the Inside Sales program. Working in parallel with the existing channel sales executives and business partner sales teams, Chameleon Group has provided a focused, professional sales approach to generating interest, setting appointments and identifying key qualifying information in the target markets. Chameleon generates qualified opportunities and then engages Company F's sales team for high-level appointments and customized proposals.

Some steps taken to implement the program were:

1. Develop and provide lists based on geography, industry/vertical, employee size, etc. in conjunction with scrubbing target lists provided by business partners.
2. Develop call and voice mail positioning to profile and qualify each of these end-customer locations for the appropriate decision maker/contact to identify potential needs, position the solution line and promote any offers/information, which would differentiate Company F from their competitors. Where opportunities were not uncovered, key information was retained for future follow-up and target marketing.
3. Our goal is to provide qualified leads that will generate revenue and long-term customer relationships for Company F and their business partners. Chameleon does this by conducting outbound business-to-business calls to attract potential customers to the solutions and positioning Company F as a premier solutions provider and promoting their company name in each call. Chameleon markets Company F and their solutions to all customers we speak with regardless if the call results in an opportunity. This will allow for any future plans/interest to be aware of



the solutions available, allow us to fully penetrate accounts for complete contact discovery and maintain a consistent customer-reach.

4. Chameleon management produces weekly reports and performs weekly sales meetings with Company F's sales management to monitor and track progress and shorten the sales cycle on current quarter's opportunities. Chameleon sales reps and Company F's sales reps continue with these actions to progress opportunities and bring them to closure.

Account Management

In addition to, generating, qualifying and maintaining sales opportunities through closure, Chameleon Group provides customer mining and management and administers accounts through use of various communication channels (phone, email, web). Chameleon does work with Company F's various departments to reduce customer issues and time to resolution vs. engaging Company F's busy field sales representatives. This role also allows for Chameleon to process and close opportunities on the smaller scale.

Technology Utilized

Chameleon Group has established a confidential sales contact database to house the information for all call notes, details, call backs, in addition to, reporting. Our sales representatives use a desktop tool, which allows them to perform queries, data mining, segmentation analysis and campaign management. Chameleon Group and Company F share access to the web-based tool to upload all of the opportunities, confirm incremental opportunities, assign Company F's sales staff and monitor distribution of such opportunities. This shared web-based portal allows for the Chameleon and Company F sales teams to share opportunity information, pricing, activities and updates on a real-time basis.

All Chameleon sales representatives have designated DID phone numbers and voicemails, which are customized to Company F. Chameleon makes it completely transparent to the end-user customers in representing Chameleon as an extension of Company F. Additionally, Chameleon has email aliases set up through POP3 accounts so all email correspondence will appear as if they are originating from Company F.

In addition, Chameleon group provided expertise and guidance in the development and execution of scripts, value propositions, talking points and targeting criteria, as well as the methodology to measure and manage results. Examples of scripting and qualifying questions include:

I can understand how you might say that given that we may be new to you, but with other (real estate, financial services firms, mortgage companies, software firms) we have been able to:

1. fix their monthly telecom expense and create an immediate reduction in Total Cost of Operation, often up to 30% or more!

*2. **Owners, Partners, Senior Manager** – make home office phone (Boat) appear as “If In office” Respond, direct & manage staff, customers from you boat! -(RoadWarrior)*

*3. **real estate** – make the agent accessible and because of that, more productive resulting in increased profits for the firm. (how? Single number dialing; office, attendant, cell, home, etc.)*

***Financial services** – implement more efficient call handling resulting in improved customer service (DID, call coverage, paging, intercom, auto attendant)*



Mortgage brokers – provide a more efficient method of handling the many fax transactions you generate and receive each day. (OrcaFax, integrated w/users email)

Software firms – improve communication between remote and/or traveling employees and the home office. (RoadWarrior)

Recruiters – allow them to use their office phone, even when they are at home, for off hours calls to candidates. (RoadWarrior)

4. And, shift responsibility for voice management to a single, expert service provider so you can focus on your core business rather than hassles and expense associated with juggling multiple vendors (equipment, local access, LD, etc).

The Benefit

Company F has implemented more sophisticated forecasting due to Chameleon's encouragement of closing the loop on opportunities turned over to Company F and their business partners. Due to our frequent and consistent touch with end-customers, highly professional sales approach to calls, and consultative sales approach, Chameleon Group has generated over 150 qualified opportunities.

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