



THE CHALLENGE

Company A builds high performance, policy-based WLAN management solutions that have been selected and installed by hundreds of major institutions, corporations and public access providers' worldwide deploying wireless networks for voice and data. Company A, founded in 1999, is a worldwide company headquartered in the United States with solutions deployed in more than 45 countries worldwide in hundreds of educational, corporate and public sector environments.

Company A's challenge was to determine how to renew their customers initial support contracts that were due to expire or had recently expired. They also recognized that since all maintenance contracts were purchased and renewed through the indirect model, many of their business partners had lost track of a critical revenue stream -- expired maintenance contracts. Company A had sold hundreds of gateways including only their first year of support; however, realized many of their support contracts were not being renewed through their business partners. Like most start up companies, their main objective was to focus on selling their core product but they did not want to see the service annuities erode. They, and most of their business partners, were lacking the infrastructure, expertise and personnel to handle the contract renewal process.

Company A also required a lead generation mechanism for outbound calls to prospects and new clients in order to identify and qualify new sales opportunities. Many of their field sales reps had neither the skills nor the time to consistently identify and qualify contacts for whom Company A's solution would be appropriate.

THE SOLUTION

Company A engaged with Chameleon Group for the complete outsourcing of their service sales operation, including the support of all sales development and lead generation efforts.

Chameleon Group is currently nine months into its relationship with Company A (which employs an entirely indirect sales model, and as a result all support contracts are renewed through business partners). Chameleon Group functioned as an extension of Company A's resources such that callers identify themselves to the renewals or contact prospects as a Company A employee and fulfilling the order through the appropriate Company A business partner. Chameleon Group assigned inside service sales representatives to the account to provide coverage in the entire North American market. Company A had more than 600 active contracts assigned to the Chameleon Group. Updates were provided monthly so Chameleon Group consistently knew of any new contracts and which business partner originally sold the contract.

Service Contract Renewal Methodology Used

Company A Case Study - Chameleon Group LLC

- Chameleon Group would begin telephone and/or email campaign 90 days prior to end-user contract expiration date to confirm contact information and create customer interest in the renewal.
- Chameleon Group would prepare a quotation for the renewal of service at list price with the remit to of the original business partner who currently holds the support contract and will forward to the end user customer. Product additions/deletions and pro-rations will be made at that time.
- Chameleon Group would follow up as necessary via telephone and email to further the renewal process and close the sale.
- Upon acceptance of the quotation, Chameleon Group worked with the customer to issue the purchase order for the renewal of service to their business partner prior to expiration. Chameleon Group would follow up with the business partner to ensure the purchase order has been issued to Company A.
- Any customer satisfaction or product issues were flagged and escalated to Company A immediately for resolution.
- Occasionally additional product sales, expanded sales and add-on's were identified while working on the support contracts and these leads were forwarded directly to the business partner Chameleon is working the contract renewal with.

New Service Business Methodology Used

- Chameleon Group identified customers who have not purchased Company A's support plans based on monthly reporting received from Company A.
- Chameleon Group outbound calling and emailing to qualify contact information and drive customer interest in the Company A's support plans.
- Chameleon Group would prepare a quotation for the support at list price with the remit to of the original business partner of the product purchase and will forward to the end user customer.
- Chameleon Group would follow up as necessary via telephone and email to further the sale of the support.
- Upon acceptance of the quotation, Chameleon Group reminded the customer to issue the purchase order for the support to their originating business partner. Chameleon Group followed up with the business partner to ensure the purchase order has been issued to Company A.
- In the event end-customers did not want to continue to work with their originating business partner, Chameleon escalated the end-users concerns to Company A. Company A would then assign a new business partners (when applicable).

Lead Generation Methodology Used

- Chameleon Group provided outbound calls to potential end-user customers to profile, qualify and generate new sales leads through our consultative sales approach.
- All qualified leads were sent directly to Company A's direct Account Executives. In Company A's engagement with us; Chameleon Group did not follow back up with these leads – it is merely a pass through.
- Chameleon Group positioned and presented key features and benefits of Company A's gateway products, WLAN management and service offerings. Furthermore,

Company A Case Study - Chameleon Group LLC

Chameleon Group positioned Company A as a premier solutions provider and promoted Company A's name in every call and voicemail.

- Chameleon Group resolved competitive issues, encouraged Webex demos and shortens sales buy cycles. Chameleon Group acted as an extension to Company A's sales force and interacted with their field sales reps on a daily basis to ensure a uniform approach.

THE BENEFIT

Because of Chameleon's ability to conduct efficient and highly professional sales calls, our knowledge and experience with multi-channel sales structures, capability to prepare quotes and create a unified team amongst Company A and their Business Partners, Chameleon Group closed in excess of \$425,000 in renewal business and is forecasting an additional \$100,000 of service contracts through the end of the year. Chameleon Group exceeded the expectations of Company A by increasing renewal rates to just over 80%.

Chameleon and Company A positioned this service and support contract renewal process as an added benefit and at no threat, cost or loss of margin to their partners. Company A's business partners saw the Chameleon advantage first-hand by receiving PO's for service renewals (and the majority of the time there has been no end-customer interaction by the reseller). The process also enabled Company A a greater visibility to their service revenues, end-customer concerns or escalations and increased add-on sales.

In regards to the Lead Generation campaign, Chameleon Group scrubbed through Company A's entire database giving them fresh contacts, contact information and additional opportunities for their funnel. Chameleon has generated in excess of 365 qualified opportunities over a five month period for Company A. Chameleon does not have an ROI on these opportunities as we do not close the loop – opportunities are merely passed off to Company A's account executives.

Lastly, Chameleon Group and Company A co-designed a program to offer Company A's business partners the ability to leverage their marketing coop funds on a professional sales development program to generate qualified leads directly for the business partner.

This entire document is proprietary and confidential. Reproduction or transmission of this document in whole or in part is strictly forbidden and is a violation of United States Copyright laws.

2007Chameleon Group LLC.

Chameleon Group LLC
800-773-9182
www.chameleonsales.com