



the company

A \$1.5 billion, fortune 1000, leading distributor of enterprise computer technology solutions, headquartered in the Midwest, our client resells enterprise class servers, storage and software for leading manufacturers. This client is known as a value-added distributor.

the goal

Our client's Integrated Marcom Manager had a desire to improve their lead generation and lead nurturing programs for their VARs. Many of their VARs lacked an in-house marketing function and the leads from the manufacturers and distributors were not producing results.

The Marketing Manager said, "We were doing lead generation and lead nurturing wrong and wasting a lot of marketing development funds. We weren't doing an effective job of growing the business with the VARs, helping them identify new business or helping them close business."

The Manager was looking for a holistic approach and a fundamental philosophy shift to solve their lead generation challenges.

the intouch solution

InTouch is able to offer our client a multimodal approach to help their VARs with lead generation and lead nurturing. The VARs are required to have a philosophical alignment about lead generation that focuses on conversations rather than campaigns. They must also have their own sales staff resources and be able to meet specific revenue and profitability ranges to become part of the lead generation/nurturing program that InTouch provides.

InTouch assigns a team of teleprospector to each of the VARs to identify contacts or prospects, initiate communication with them and to nurture any contacts or prospects that they find. The teleprospector request to speak with the CIOs, CTOs, or VPs/Directors of IT to develop relationships with the prospects, uncover and identify any qualified leads, invite prospects to different events and to opt-in prospects to receive future nurturing content.

If it is uncovered during the conversations that the prospects have an immediate need for the VAR's solution, the teleprospector will set up a time for the VAR's business consultants to contact the prospect. If there is no immediate need, the teleprospector opt-in the prospects to receive content from the VARs. Nurturing content can include seminars, webinars, third-party articles on server consolidation or virtualization, podcasts, white papers or case studies the VARs or manufacturers release.

"InTouch has been an extraordinary change agent for us. They have been really flexible and easy to work with. InTouch has taken a difficult task and process and they have owned it. The VARs are very happy with the program and we have had an enormous amount of positive feedback, which is something that you don't normally see."



the results

Currently, InTouch is teleprospecting for three of our client's VARs with five more slated to start programs in the spring. Since InTouch has been working with the VARs, we have been able to generate high-level conversations with decision makers and 62 percent of contacts have opted-in to receive nurturing content, 12 percent of leads handed off are "sales ready" and 88 percent of early stage leads are actively nurtured.

"InTouch is the thought leader in their field...they have their finger on the pulse! InTouch takes an educational approach with their clients which I find very refreshing," noted the Integrated Marcom Manager. "My initial impression was always that InTouch was very strategic. I always worry if companies can really do what they say they can and InTouch has!"