

drive2 Inc. Case Study



SELLING YOUR CHANNEL PARTNERS ON MARKETING YOUR COMPANY

Challenge

Natural Convergence (NCI), a Broadview Networks Company is the developer of the Silhouette Voice Over Internet Protocol (VoIP) telephone system for small and medium sized businesses. NCI relies on a combination of Value Added Resellers (VARs) and Channel Partners to sell their Silhouette product.

The company was challenged by the volume of revenue generated by their existing sales model. Working with their channel partners, NCI determined that in order to improve market uptake, they needed to equip their channel partners with a complete go-to-market to support the sale of the product. NCI was already supporting its channel partners, by providing training for the product at the technology and provisioning level. However the company realized it also needed to include sales and marketing support in order to accelerate market penetration. NCI also required a solution that could be white labeled any of its channel partners.

Solution

drive2 partnered with NCI to build the lead generation program strategy as a key component of NCI's channel program; *Flashpoint*.

drive2 recruited a US-based NCI channel partner to participate in a lead generation beta program. The channel partner's sales had slowed following the first few months after the product introduction. An analysis of the channel partner's market parameters and marketing activity was conducted to identify potential roadblocks. Through this research of the channel partner, drive2 was able to identify the in-market target companies and prospect targets that met the parameters of a "sweet-spot" customer.

At a tactical-level drive2 utilized targeted direct marketing to drive recipients to a customized URL. Each mailer was a colorful foldout package that The messaging relied on a simple call-to-action, inviting the recipient to learn more by logging on to the customized URL (ProspectCompany.ChannelPartner.com). drive2 tested two messaging strategies for the campaign. Imaging and design were maintained for messaging strategies and both messages were tracked to determine which drove more respondents to the web.

Result

The beta campaign results were strong with an impressive 8% response rate. The demand generation campaign was adopted as a key component of the Natural Convergence Flashpoint Channel Partner Program supported by Flashpoint Sales Training and Flashpoint Marketing Tools. The Flashpoint program has been introduced to multiple channel partners within the US and Europe.

The Flashpoint Lead Generation program is completely scalable from 1,000 to 100,000 prospects and is mitigated primarily by the overall size of regional market territory as well as the channel partner's ability to provision a set amount of new customers within a reasonable timeframe.

drive2 is a demand creation company. We develop performance driven, results-based demand generation strategies and programs for technology and services companies. For more information on how drive2 can work with your company, visit drive-2.com

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