



IMN'S TCC DRIVES BUSINESS FOR NETSIRK

Meetings are the best indicator of purchasing interest and Netsirk Technologies, an SAP reseller, is no different from any other solution-selling business: they want to get in front of their prospects. Where other vendor-sponsored marketing programs may have piqued interest, few have consistently driven the quality leads that a small business like Netsirk requires. What Netsirk needed was a marketing program to their customers and prospects that qualified them through their actions.

Netsirk found what it was looking for with IMN's Total Channel Communications (TCC) program. With TCC, Netsirk could implement an effective e-communications program that required minimal resources to manage and provided real business opportunities. Netsirk credits the TCC program with driving \$100,000 in new business and for adding an estimated \$500,000 to its sales pipeline within the first six months.

Among that total is an old, cold lead that TCC helped to bring out of the shadows and into the spotlight. "We recently heard from someone we originally talked to two years ago," says Netsirk President Quincy Faison. "She didn't think she could afford it at the time and we never followed up with her. In fact, our sales team lost her contact information. But, she was still on the mailing list and after the second e-newsletter she received, she contacted us. We're about to close a \$100,000 deal with her - thanks to IMN."

A big-time e-newsletter that takes little time to create

TCC empowers vendors to enable their resellers to produce more effective e-newsletters. Cutting costs and time, TCC provides resellers with a more efficient tool for maintaining close relationships with prospects and customers, as well as detailed analytics that track reader behavior and identify hot prospects. From end to end, it's a radical improvement over existing communications vehicles.

When SAP invited Netsirk to beta test the offering, "We were happy to be a guinea pig for it," says Faison. As it turns out, IMN's TCC program exceeded expectations. "SAP does most of it for us," says Faison of the newsletter development process.

“We don’t have to be as involved, which is important because we’re a small organization and we don’t have the resources to do this ourselves.”

Netsirk receives the branded newsletter from SAP with most of the editorial content already in place. “We have a section for our own content, which we adapt to the tone and trends in SAP’s material,” Faison says. “Near the product-oriented content are ‘Request a Demo’ buttons that make the newsletter interactive. Then IMN takes over.”

Before the mailing is set to deliver, IMN contacts Netsirk to get the company’s mailing list. IMN loads the addresses into its system and when the e-newsletter is ready, IMN sends it out. Any bad email addresses come back to IMN, where they are corrected or deleted – eliminating a major headache for Netsirk.

Reports tell the real story

Leads are sent directly to the Netsirk sales team within minutes of a click on a “Schedule a meeting” or “Schedule a demo” link. Within 24 hours of the e-newsletter mailing, IMN compiles a detailed analytics report and sends it to Netsirk. The report indicates who has clicked and read which articles, who has requested a demo and other details on user behavior. Updates are available at any time thereafter from IMN’s server, which Netsirk can log in to securely.

“The reports give us the visibility into reader interests that enables our marketing efforts to be more targeted,” says Faison. “We know who to call first and what they’re most interested in. It saves us time and increases the chances that the call will lead to a sale.”

“I recently got a call from a colleague who had heard of IMN and wanted to know if the program was effective,” Faison continues. “I gave it a rave review. It really has helped us to drive sales and it’s just about the most effective marketing program we’ve ever run. I would recommend it to anyone – except a competitor!”