



How Go Demand helped 101 Data Solutions to expand its sales pipeline

CLIENT:



Telemarketing



Pipeline Management



Marketing



Channel Services

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“Go Demand’s professionalism, structure and process match our own, so the synergy is great. We review each quarterly campaign and we have seen a very positive ROI on each ... Go Demand has delivered what we need – and more.”

Brett Edgecombe
Director - 101 Data Solutions

THE CLIENT

101 Data Solutions is a consultancy offering expertise in all aspects of data storage. It can supply hardware and software from all the major manufacturers, and is an accredited partner of EMC, the world’s largest provider of data storage systems. 101 Data Solutions specialises in the design and build of complex data storage solutions for organisations of all sizes, using both existing EMC systems and, where appropriate, new EMC technologies.

THE CHALLENGE

101 Data Solutions already had a proven track record in delivering excellence in technology products, services and solutions to its customers. However, it now wished to extend its reach through marketing and telemarketing. As these activities were not among its core competencies, it wished to outsource them to a professional marketing and telemarketing service.

When working with various marketing and telesales organisations in the past, 101 Data Solutions had found it frustratingly difficult to get what it truly needed from an outsourced function.

101 Data Solutions realised that in order to implement its aggressive growth plans successfully, it needed to enhance the business intelligence it was receiving and generate more business opportunities. It also knew that in some cases it was losing business to competitors due to insufficient coverage and a heavy workload.

The company’s needs were twofold:

- To be in a position to capture new projects ahead of its rivals.
- To be able to define project lifecycles accurately, to ensure a high level of business profiling. This would reduce the time to market and enable its sales force to focus on new business opportunities in a structured manner.

THE SOLUTION

101 Data Solutions felt that its best chance of success lay in working with a skilled partner that:

- shared its own professional values and ethics
- understood its strategic issues
- had expert knowledge of data storage within the IT industry
- had a proven track record of generating highly qualified new business opportunities.





How Go Demand helped 101 Data Solutions to expand its sales pipeline

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The two companies began to work together to resolve 101 Data Solutions' problems using Go Demand's structured strategic approach. The aim was to generate high-calibre leads qualified on the basis of Go Demand's own enhanced version of BANT (the prospect's Budget, Authority, explicit Need and Timeframe), which incorporates SPIN (questions relating to Situation, Problem, Implication and Need-payoff).



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THE OUTCOME

The pilot campaign proved extremely successful, and the two partners continued to work together on focused EMC product campaigns and other pipeline management functions. The results included additional growth within the EMC business of over 30% in the first 12 months, and a high level of repeat business.

The relationship with Go Demand enables 101 Data Solutions to focus on delivering its core service without having to worry about new customer acquisition and competitive threats to its existing customer base.

WHAT THE CLIENT SAID

"We are very pleased with the results delivered to our business. It has taken a long time and a lot of money to find an organisation that actually cares about our business strategy to the level that Go Demand does. Go Demand's professionalism, structure and process match our own, so the synergy is great. We review each quarterly campaign and we have seen a very positive ROI on each.

"From the outset, we and our technology partners were keen to commission a profitable service and not a self-promoting PR exercise, which is what other marketing organisations have so unfortunately proved to be providing. Go Demand has delivered what we need – and more."

Brett Edgecombe
Director – 101 Data Solutions

If you want more sales, call Go Demand NOW on **01935 413444**