

CASE STUDY



Value-Added Reseller Provides New Business Opportunities to Technology Vendors

OVERVIEW

Industry:

Security-Focused Software Solutions and Channel Partner

Success Highlights:

1. A 40x return on marketing investment (ROMI) with the latest campaign.
2. Successful lead generation campaign has produced qualified opportunities ranging from \$250,000 to \$2,000,000 in potential new business deals.
3. Market insight to choose vendors that match targets and reduce sales cycles.
4. Increased average size of transaction by focusing sales team on closing deals with qualified lead opportunities.
5. Change in industry practice of waiting for leads from OEM to creating leads for channel partners

Televerde Service Areas Employed:

- Lead Call™ – Lead Generation
- Prospect ID – Target Market & Buyer Profiles

"The Televerde team is phenomenal! They have done such a great job in converting targets to real pipeline opportunities that Galaxy Tech, International invests substantial marketing dollars with Televerde."

David Tompkins, President,
Galaxy Tech International

Client Profile



Galaxy Tech, International is a security-focused solutions provider representing a myriad of hardware and software products and services that help clients translate technology into actualized business value. The expert professionals representing Galaxy Tech work with each client to define their precise technology requirements and, then, recommend the best solutions to achieve results. Galaxy Tech professionals work hand-in-hand with the vendors they represent to deliver solutions to their clients to improve business performance and leverage existing IT resources with significant cost savings.

Client Challenge

In the robust channels of software and hardware manufacturers, partners at all levels often participate in the defined vendor marketing programs that are put in place to help generate interest and leverage the major brands of their vendor partners to generate revenue.

The enthusiasm and excitement of initiating new partner relations often wanes when the excitement doesn't translate to new business and immediate revenue results. Often, channel partners receive recommendations on how to generate new business with their product lines; however, there is fierce competition within the channel to get attention and reach outside of the "same" targets.

Galaxy Tech knew they had to take ownership of their sales and marketing efforts to make their valuable vendor relationships work. The sales team initially took on every aspect of the sales cycle. Most of their time was picking through leads and not getting any real movement. It was frustrating for the experienced sales professionals, and the results were less than they hoped for due to the time spent on activities outside of closing deals.

In pursuit of finding the fastest way to generate interest and qualify opportunities, Galaxy Tech turned to several lead generation marketers and got meager results. Galaxy Tech needed to find an outsourcing solution that utilized market experts to reduce sales cycles, move from transactional size opportunities to solution sales, and most importantly turn the channel markets around by sending qualified opportunities to vendors instead of waiting for leads.

Televerde Solution

Galaxy Tech was introduced to Televerde by one of their key vendor partners and highly recommended as the experts in sales and marketing programs with inherent product market expertise. Televerde is the leader in B-2-B market intelligence and customer acquisition solutions for the high-tech industry. They have worked with most technology providers, creating a unique depth of experience and knowledge that generates sales for a multitude of channel partners.

As a result of this introduction, Televerde created a customized closed-loop marketing solution for Galaxy Tech that focuses on getting the lead, converting the lead into a viable pipeline opportunity and ensuring all leads are nurtured until ready to make a purchase.

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ABOUT TELEVERDE

Televerde is the premium provider of qualified sales leads and actionable market intelligence that accelerate sales revenue and generates new customers for the high-tech market. We have developed specialized expertise with over a decade of high-level dialogs with decision-makers in over one million companies. Our solutions are designed to achieve complex and strategic customer acquisition objectives and end-to-end sales and marketing requirements.

To learn more about our Sales & Marketing Solutions, call 888.925.7526 or email us at info@televerde.com.

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Televerde has worked with Galaxy Tech on multiple campaigns from target profiling to lead generation including **Lead Call™**– which is Televerde’s premier lead generation market outreach and sales conversion program that provides actionable intelligence and converts interest to pipeline.

A great deal of success of the Televerde solution is dependent on training and communication. Televerde works closely with Galaxy Tech for complete knowledge transfer about their diverse solutions and the vendors they represent. Using a nimble approach in campaign design, Televerde is able to make changes quickly to maximize results. Valuable human insight from Televerde’s skilled and motivated experts provides critical feedback to Galaxy Tech as part of the market intelligence value-add and allows the company to continue to refine the marketing programs and improve results.

Results

Investing in the relationship, Galaxy Tech and Televerde shared the risk by integrating the sales function with Televerde’s team of experts. Televerde marketing campaigns enabled Galaxy Tech to expand in market share and grow revenues. The Televerde difference was the immediate results of qualified opportunities with what Galaxy Tech classifies as marquee companies.

The investment in outsourcing with Televerde has converted to extreme ROI for the company. Galaxy Tech is realizing an average 20X return-on-investment with the eight Televerde Lead Generation campaigns to-date. The most successful campaign has seen a remarkable 40x return on their marketing investment with Televerde.

Galaxy Tech now better understands their markets and is empowered to make decisions on the type of partners they want to align with to grow their business. In the past, all partners were treated equally and the results varied. Now with the intelligence they’ve gained through the Televerde marketing experts, they can make decisions on partnering with vendors that align with their market sweet spots.

As the relationship between Galaxy Tech and Televerde continues, the sales and market intelligence experts use their knowledge and experience to continue to nurture opportunities. The speed of return on investment has dramatically increased. The most recent campaign has created a couple of opportunities in the seven-figure range.

Another important result is Galaxy Tech’s ability to take “ready-to-buy” opportunities directly to their vendors which is not the norm in the industry. This strategy has accelerated the way partners view Galaxy Tech creating a tremendous amount of “buzz” in the marketplace and increasing their reputation as the channel partner of choice.

Televerde enabled the experienced Galaxy Tech sales professionals to focus on the most rewarding part of their job – closing deals. The sales team members are now using their sales expertise to focus on cultivating the relationships that Televerde creates rather than spending their valuable time cold calling into an undefined market.