

Retail Management Systems Case History

The Problem:

Leading systems manufacturers often recruit Value-Added Resellers to sell their products in local markets. This is because local VARs have “feet-on-the-street,” and – supposedly – have existing customers and contacts to whom they can sell the new product. But the VARs just as often take on new products as a way to find new customers, and look to the manufacturer to open the doors for them. This was just the situation, and the irony, facing a local VAR, and their giant manufacturer of information systems for retailers.

What They Tried:

Despite the availability of extensive sales aids, trade show funding and material, training, demos, advertising, lists and sales support, and some perfunctory cold-calling, the phones simply weren't ringing. Both the manufacturer and the VAR expected the other to provide the sales leads, and when sales didn't happen, the finger-pointing began.

JV/M's Solution:

Just like the problem with systems manufacturers and VARs each expecting the other to provide the leads, the problem with selling systems to small retailers also present some no-win situations. Owners are often technologically challenged, for example. And if business is good, they're busy with customers; but if it's bad, they have no money to spend.

Bringing JV/M into the process killed two birds with one stone, or maybe more. JV/M was able to call hundreds of retailers per week, catching the owners when they were available, and generating initial interest. Best of all, we were able to engage them in conversations whereby we could uncover the needs and problems that they had with their current system, and get them to be open to a new solution. And solving the scheduling problem, we were able to turn over five new qualified leads a week, month after month, leading to the VAR ending the year as the manufacturer's #1 producer.

Summary

Even with the best of intentions and support, eventually somebody has to pick up the phone. And only dedicated, professional B2B telemarketing was able to reach so many retailers, stimulate their receptivity, and deliver a successful year.