

World Leader in Enterprise Software Expands into New Market Segments with 3D2B

Background

Some of the world's largest and most successful B2B companies face a unique set of challenges that require a specialized approach to sales and marketing. For many, a long sales cycle and complex pricing models define marketing objectives. For others, buyers who are highly educated and extremely overworked redefine customer relationship strategies.

In the case of one of 3D2B's largest and long-standing clients, great success among the world's largest enterprise businesses required a new sales and marketing approach. The company had the foresight to recognize that expansion within the very large enterprise market was limited. In early 2005, the company contacted 3D2B for assistance with identifying sales opportunities in smaller markets and performing marketing activities such as lead generation and qualification, response management, data profiling, and more.

Challenge

In business for more than 40 years, the enterprise software company built a solid reputation on its enterprise resource planning software, and it continues to be the world's leader in ERP software today. Having successfully sold its software to 90% of Fortune 500 companies, the company found that the only way to expand its business was to sell its solutions to mid- to large-size businesses. The company was poised to serve these smaller markets, having purchased companies whose products were complementary to their current solutions and that worked well in companies of all sizes.

Yet with limited resources and experience in selling to these smaller markets, the company needed 3D2B's help in not only generating leads, but also in establishing a database of prospects. The data that the company had accumulated in these markets was limited and flawed. And with the acquisitions, the data was compromised, and the new product portfolios created other challenges. The company needed a partner who could act as an extension of their sales and marketing teams and offer a wide range of services.

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Solution

Given that the company had invested very few resources into selling into smaller markets, the software company needed a specialized B2B telemarketing company who could do more than simply make calls.

Often taking on a consulting role, 3D2B acts as a true extension of the company. The company’s marketing executives often look to 3D2B for advice on how to improve processes, what best practices they should follow, and other ideas on how to improve their sales and marketing efforts. In fact, of their many vendors, company executives typically contact 3D2B first whenever they have a question or need advice. Plus, 3D2B plays a supportive role in the onboarding process with new employees, teaching them how to use their systems properly, how to access leads, and more.

Beyond this, 3D2B performs several important sales and marketing activities. They include:

- Lead generation to increase sales and support channel partners
- Response management, handling all inquires from phone, email, web, and chat
- Data profiling to improve and enrich data, whether for specific campaigns or during the normal course of telemarketing
- Lead nurturing to grow leads and develop relationships between the company and its prospects and customers
- Pipeline acceleration to speed the pace of converting a lead to a sale
- Campaign management to help the company’s marketing executives create and manage telemarketing pursuits in marketing campaigns
- Lead management to help the company analyze and nurture leads by gathering feedback and ensuring that no lead gets lost
- Event management to perform awareness and follow-up activities before and after events such as webinars, in-house meetings, tradeshow, and more

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These activities are performed by a centralized team of dedicated, industry-savvy 3D2B business development specialists who natively speak the languages of the targeted countries. And as these activities show, 3D2B provides a wide spectrum of telemarketing services and enables the software company to rely on a single vendor to perform all tasks surrounding lead generation.

Previously, each of the company's marketing departments (one in every country where the company operated) had its own local vendor for telemarketing services. This decentralized approach created inconsistency in the company's sales and marketing efforts and produced poor results.

Results

During its eight-year engagement with the company, 3D2B has garnered impressive results. In fact, the success of 3D2B's services stands at the center of the long-standing engagement. The quality of 3D2B's work was a motivating factor for why the company chose 3D2B in the first place in 2005. And since then, 3D2B's continued ability to meet performance objectives earned it the distinction of being named a preferred vendor.

A representative from the company has been quoted as saying, "With commitment to quality and proven results, 3D2B has been a key player in delivering exceptional business value for us."

The success of 3D2B's work speaks for itself. Since 2005, 3D2B has contributed to the software company's success by generating over 17,000 qualified leads with an estimated acceptance rate of 85%. Altogether, 3D2B has engaged in more than 2,000 campaigns and has helped the company reduce its cost of sale to an estimated 6.5%.

While these results are powerful in their own right, 3D2B's work continues with a team of more than 25 dedicated agents generating leads and further improving the company's ROI and cost of sale.

In the end, the company gives great credit to 3D2B for its growth in smaller businesses and considers 3D2B to be a true partner in its sales and marketing pursuits. The fact that the engagement has lasted so long and that the relationship runs so deep offers proof that 3D2B is committed to generating positive results and will go the extra mile to satisfy any request.



BUILDING THE BRIDGE TO SALES

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Founded in 2003, 3D2B provides B2B telemarketing and lead generation services to help foster customer relationships and boost sales across all industries. With offices in Rome and New York, 3D2B assists sales and marketing organizations across the globe.

For more information about 3D2B, visit www.3D2B.com or call +1 718 709 0900 or +39 06 978446 60 (EMEA).