

## Channel Management

### Sales Increase 24% from Channel Partner with Lead Management Program

#### CHALLENGE

A global healthcare company with more than \$1.6 billion in annual revenue had selected 20 distributor organizations to be designated as "Channel Partners." In addition to special sales volume requirements, extra discounts and rebates, the company was looking for additional ways to strengthen its relationships with these partners and solidify end buyer relationships..

#### SOLUTIONS

Utilizing proprietary tools that are now a part of the NitroMojo lead optimization engine, the company launched an aggressive lead generation program in which the partner distributors received leads in real time.

The company outsourced fulfillment efforts. Literature and sample requests were completed within 24 hours. Channel Partners were required to provide sales results through the automated process like that found in NitroMojo.

As a part of the program, a robust marketing data-base was developed of more than 12,000 leads that tied the Channel Partners to the end buyer. The company utilized this information to better target future marketing activities.

The reporting function, like those found in NitroMojo, enabled the internal managers of the Channel Partner relationships to keep a constant watch on the distributor sales results to ensure the highest sales conversion possible. This was particularly critical for the company as some distributors were known for bringing in lower cost products from other manufacturers in response to customer inquiries.

#### RESULTS

Over \$2.8 million in sales was tracked throughout the Channel Partners campaign. The Channel partners sales revenues increased as well, and the Partners thoroughly embraced the lead optimization process. The relationship with Channel Partners was solidified and an ongoing lead management program was established that continued to provide a "win-win" for both the company and its Partners.

### What is NitroMojo?

A large, semi-transparent target icon is positioned behind the "What is NitroMojo?" section header.

NitroMojo is a thin-client lead optimization engine that combines the essential functionality for marketing to increase ROI and for sales to close more revenue. With NitroMojo, companies can:

- Identify the performance of any media or any campaign, tracking cost-per-lead, cost-per-sale and return on investment. This information can better arm marketing teams to respond to the changing needs of the target.
- Identify the strengths and weaknesses of inside, direct and distributor sales forces and help improve performance of all three.
- Receive prospect feedback on products, customer service and the sales cycle
- Ensure that valuable leads are never lost through the marketing and sales processes

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