

SITUATION OVERVIEW:

Good Technology / Blackberry is a pioneer and world leader in secure mobility solutions for businesses.

- Internal sales lead resources not delivering actionable pipeline as deemed necessary by Direct and Channel Sales Management
- Marketing Qualified Leads languishing in Outsourcer & Internal Lead Qualification Queues
- “Lack of initiative” to call around primary name on lists
- Management frustrated with stagnant, rigid lead process flow and delivery



OPPORTUNITY:

- R2 Innovate engaged by client to bring dedicated, onshore resource focus and drive appointments for channel and direct sales constituents
- R2 staffed program with experienced, senior level reps
- R2 Innovate implemented best practice process, management and reporting
- Client investment with R2 augmented existing lists for coordinated email marketing and telesales campaign
- R2 deployed a dedicated, branded team of 3 Sales Development Representatives (SDR) for outbound calling, inbound 800 number and email response management, triage and “BANT” qualification
- R2 deployed a cadenced one-to-many individual email campaign in coordination with client marketing to drive additional inbound interest for Sales Development Reps to qualify

BENEFIT SUMMARY:

- ✓ Lead delivery to Sales and Channel Partners
 - 250 “A” Sales Qualified Leads to BANT standard
 - 200 additional “B” Sales Qualified Leads to BANT standard minus one qualifier
 - 500 Prospect qualified Leads remained in lower funnel for further nurturing
- ✓ R2’s proven senior SDRs were able to accelerate lead flow and reduce wasted cycles.
- ✓ R2’s improved processes, management and dashboard reporting on KPI’s improved lead performance, transparency and allowed for continues process improvement
- ✓ R2 reps captured valuable market intelligent and competitive information as well as renewal event timing for competitive replacement
- ✓ Forecasted Opportunity based on R2 leads increased 30% over prior vendor within 90 days
- ✓ Client expanded relationship
- ✓ R2 Team expanded into team of 8 dedicated Sales Development Reps and 1 dedicated program manager for campaign and marketing support

