

Executive Summary

In Q3 of 2015, two long time Frantz Group clients approached Frantz Group with a joint venture project. Their partnership is a complementary alliance of an ERP company and a hardware company with a current install base of 19,000 companies in 164 countries.

The goal was to hold and upgrade a pilot subset of the existing joint customers in Manufacturing and Distribution customers in North America. Our clients hoped for 10 leads to be produced.

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Obstacles We Overcame Included

- ✓ We didn't have much meaningful intelligence about the current install base.
- ✓ The alliance was lacking compelling joint messaging, including marketing offers.
- ✓ Frantz Group needed to act as a trusted third party to handle the data from both organizations. Policy-wise they could not share their data with each other, particularly with the focus on customer data.
- ✓ The working data set was incomplete... often missing contacts, phone numbers, email addresses, etc.
- ✓ Previous experience with other lead generation organizations had lead our client to expect the lead generation campaign to deliver only 10 leads over six months.

The Frantz Group Growth Solution Approach

Frantz Group senior leaders designed a business growth strategy to exceed the expected results. We recommended starting with a customer survey, followed by a right offer workshop, new content creation and lead generation all supported by a Frantz Group data base which kept each clients' data separated.

Ultimately we felt, the combination of a customer survey and Right Offer Workshop would give us the market insight and value based offer direction to center us on the messaging side. Armed with well-matched offers, fresh content and specific account survey information, previous Frantz experience had shown us our lead gen nurturing would be productive.

The Customer Sat Survey

Our method for getting results included a combination of live surveys over the telephone and email blasts with a link to the survey. The goals for the survey were to:

- ✓ Measure customer satisfaction.
- ✓ Uncover ERP buying intentions, along with areas of interest for supporting products by account and by person.
- ✓ Build a list of testimonial candidates.
- ✓ Gather intelligence to use for a foundation to build our hypotheses on the messaging during the right offer workshop.
- ✓ Use the results during lead generation calls to generate interest within existing install base.

We achieved a 12% response rate on the survey, and were able to accomplish the goals that we set. The overall customer ratings were satisfactory, and over 10% of those surveyed showed interest in providing more feedback or participating in a testimonial. After survey completion, we created a summary of the results that would be instrumental in lead

generation into the existing install base. Plus, we learned when customers were planning to upgrade so that we could coordinate follow-up accordingly.

Right Offer Workshop

Using the facts we assembled from the survey and additional original research, we built "Right Offers" that would help Manufacturers and Distributors understand the value that upgrading to the latest versions of ERP and Storage would provide. We leveraged industry trends and pains by persona to relate to the prospects and build rapport.

Once the Right Offers were in created, Frantz Group validated them with volunteers from the customer survey. In one instance, upon hearing the Right Offer, one customer immediately asked *"Where do I sign up?!"* This account is now in an active sales cycle with our client for an upgrade.

A secondary objective of the offers was attracting new customers when the end users had left either Frantz Group ERP software or hardware client. We developed a benchmarking offer that would be attractive to both existing customers, and those using competitive solutions.

Complex Technology Lead Generation

In preparation for lead generation, Frantz Group created a detailed and integrated campaign plan including email and teleprospecting touches.

We created human touch nurture tracks by persona and selected key content pieces to support each compelling offer. From there, we created a messaging matrix that included pain tracks with related benefits to clearly communicate our clients' value proposition.



