

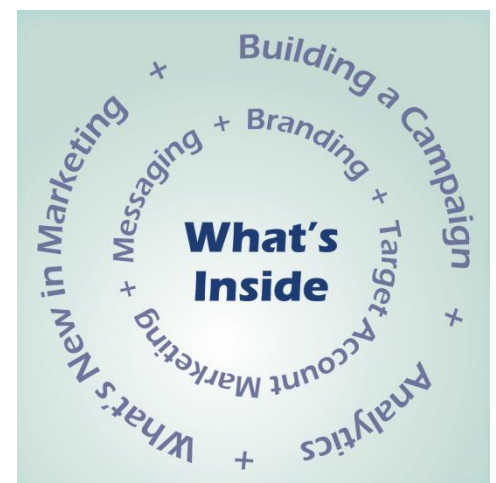
Frantz Group Delivers Marketing Education Series to Channel Business Managers

Client Overview

Intermec, recently acquired by Honeywell, is a globally recognized industry leader specializing in producing workflow management solutions. Headquartered in Everett, Washington, Intermec employs over 2,300 individuals, has over 65 offices worldwide, and earned gross revenue of \$790.1 million in 2012. They design and develop data capture, and information management solutions specializing in the interface between mobile workers, assets, and customers. One unique facet of the business is their extensive partner network. Intermec continually aligns itself with other leading business innovators within the distribution, wireless carriers, and ISV business channels to create operational efficiencies and strategic alliances.

Challenge

Recently, Frantz Group was approached by Intermec regarding the creation of a six-week Marketing 101 program for their mid-market Channel Business Managers. Positioning themselves as thought leaders for their partners, channel business managers have been hitting roadblocks when it comes to providing new marketing tactics to their partners. They want to distinguish how to best maximize their partners' marketing budgets and ROI. Channel Business Managers also want to determine if the traditional marketing approach is the best option for the partners or if they should consider a more cutting edge approach.



"I thought the sessions were fantastic and very well prepared and presented. They are a great resource for CBM's to present to partners."

— Monica Fleming

Intermec was looking for a solution that would provide new marketing strategies and tangible resources for measurable execution. The content needed to be informative but condensed enough to accommodate the typical chaotic schedules of Channel Business Managers. Ultimately, Channel Business Managers needed to:

- › Be seen as marketing leaders to partners
- › Be able to make credible recommendations to partners
- › Be able to suggest uses of social media to partners
- › Be able to bring new ideas to the table for partners

The Frantz Group Solution

Eager to tackle this dilemma, Frantz Group jumped into action creating a six week Marketing 101 Guide for Intermec's Channel Business Managers. Rather than focus on the topics that are important to Frantz Group, they created distinctive topics focused on the needs of the Channel Business Managers at Intermec. Frantz Group began by interviewing 11 Channel Business Managers to distinguish what techniques they were most comfortable using, and which techniques they wanted additional information and training on. Combining those results with upcoming marketing trends, Frantz Group established six inclusive topics — one per week of training:

- 1 Branding
- 2 Target Account Marketing
- 3 Messaging
- 4 Building a Campaign
- 5 Analytics
- 6 What's new in Marketing

The personalized training sessions included webinars, quizzes, and handouts. The webinars included techniques and tactics to utilize, as well as websites that provided additional information on the aforementioned topics. The quizzes consisted of true/false, multiple choice and short answer questions that recapped the information learned in the webinar, and were designed to reiterate the information so that it was more familiar to the participants - not to trip them up. Handouts were provided so that the participants can print them out and use them for reference when applying these new marketing tactics.

Results/ROI

Channel Business Managers are in the process of implementing some of these new tactics, and are eager to ascertain the results. Intermec and their Channel Business Managers were so pleased with the results of this training that they requested a similar training session series for their partners as well as a second, follow-on training series for the Channel Business Managers.

Client Feedback

Intermec Channel Business Managers and the executive team were very pleased with the results of these training sessions. In the words of Roch Guilbault: **"I am a big fan of simple yet powerful messages. This course really delivered. I strongly believe that this will make us better vendors to our clients and directly impact our sales!"** Overwhelming responses from channel managers was that the training was timely, concise, powerful and just what they needed. According to Adam Landa the training was: **"Very good and excellent use of my time. I really like that they are not long, 1 hour sessions... the shorter segments better hold our attention and capture the key data points, in my opinion."**

Interested in learning more?

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