



Customer Stories





Don't Roll the Dice on Your Business Development Efforts

Develop a Sales strategy that is relevant to your target customers.

We have been developing interactive lead generation campaigns for over 15 years, identifying and connecting our clients with customers that are ready to buy now.

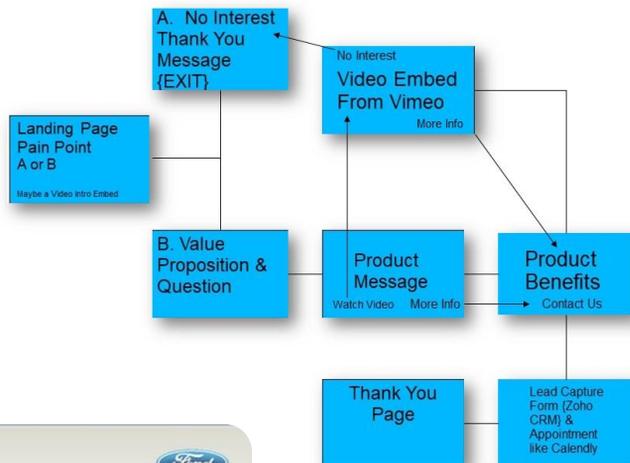
We have developed a systematic lead generation process that uses a mix of traditional marketing tactics and interactive experiences to get your sales message in

Dennis,
Filling up your fleet with the right vehicles isn't an easy task.



Give us a few clicks and we'll show you how we can keep DB Inc.'s fleet lot full . . .

NEXT ▶ your needs.



Thanks, Dennis.



We'll talk to you soon. In the meantime, come visit us at: www.fleet.ford.com



Dennis, Ford and DB Inc. can be history in the making. Please verify your information below and someone will contact you to discuss how our vehicles and services can impact your business.



First Name: Last Name:
Company:
Phone:
Email: *Required



SAVE ▶

CUSTOMER STORY



“This Campaign was the most successful campaign we ran to introduce our franchise model to Owner Operated Hardware Stores. It increased our sales and opened up some great conversations!”

**Scott Nichols, Franchise Sales Director,
Sears Hometown Store Concepts.**



Business Challenge: Sears Holdings wanted to place their iconic brands, Kenmore and Craftsman into standalone franchised units called Sears Hometown Stores. Sears identified independently owned hardware stores, and their Owners. They wanted to offer these business owners the opportunity to sell Kenmore Appliances, under their new brand.

Business Solution: Our creative team and the Franchise Director designed a unique campaign.

We sent out a cardboard model of a dryer, and used the theme of, “Where’s The Other Sock?”

Business Results: The campaign was extremely effective (38% Response Rate) in starting a conversation with the targeted business owners and highlight the benefits of partnering with iconic brands like Kenmore and Craftsman. They closed more franchise contracts than any other tactic they had used in the past.



www.WhereIsTheOtherSock.com/John.Smith

CUSTOMER STORY



Business
Class News

Industry Sector: Healthcare

Product or Solution: Medical Device

Campaign : www.WhatIsInsideMe.com/DrSmith

Business Challenge: Medical devices in the healthcare industry are changing the way Doctors and Surgeons approach their treatment of their patients, and although they are always *looking* for new innovations, it is *still difficult* to get in front of this high-value audience.

Business Solution: We determined through the Value Proposition Canvas session that Doctors and Surgeons have gatekeepers in their offices and practices so we developed a campaign that was designed to get the medical device key benefits and messaging directly in front of the Doctor or Surgeon.

We did this by developing an intrigue piece that was designed to be delivered directly to the prospect, and to transition them to a **personalized** online experience which we monitored and tracked. Once a prospect visited their personalized sitelet, we notified the sales force via a notification email, so that they could reach out to the Doctor or Surgeon.

Business Results: We had a 70% click-through to their personalized sitelets, with a 20% conversion rate to a meeting. **This campaign helped the client increase sales by 76%**





Integrated Business Development Programs

We have partnered with the nFLXn Point Group to bring Business Consulting together with Marketing and we have a proven methodology that we have implemented hundreds of times.

We start off by understanding our client's products and solutions by taking our client through a Value Proposition Canvas workshop process. From the information we collect, we design a campaign that delivers the best results, based on a deep understanding of the needs of the prospects we are trying to convert into customers.





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