

Case Study

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Partner Locator Channel Engagement

A highly customizable enterprise application designed for Mobile, Tablet and Desktop

Overview

Channel-EZ is a Software As A Service Startup based in San Francisco that offers a turnkey solution for companies that need to upgrade their Partner Management solution. Their solutions and services are designed for SMBs to Large Enterprises. Channel-EZ partners in defining your Partner Relationship Management (PRM) Roadmap for successful execution of their customers' Channel Strategy, aiding with turnkey solutions and capabilities.

Goal

Book qualified sales meetings with the VP and Director level of Channel Management at Fortune 500 organizations

Challenge

Fortune 500 organizations make decisions differently than small businesses. We were hired to target the entire team that will be involved in the purchasing process. Not just one prospect.

Strategy

Unique Value Proposition (UVP)

B2B Insiders identified the targeting filters that isolated the VP and Director level of the Channel Management teams of Fortune 500 organizations with 1000+ employees in industries hyper-active on LinkedIn. We then narrowed down the prospect list to only the companies that were near their HQ, or located close by to their existing customers and the amount of savings Channel-EZ can provide through a 1 to 1 screen share meeting.

Savings

We then drafted clear, concise, and persuasive messaging that highlighted the savings that can be achieved using Channel-EZ unique selling proposition, while nurturing them with enough value to the point where they were ready to have their entire team on a product demo of the platform.

Proprietary Software

After targeting and messaging was honed, we used our proprietary software to connect and message over 100 of LinkedIn Channel Management teams at scale, that had the same audience makeup of their highest paying customers.

"We Absolutely Feel As Though We Got Our Money's Worth. The experience was amazing."

Sameer Gadi, CEO, Channel EZ

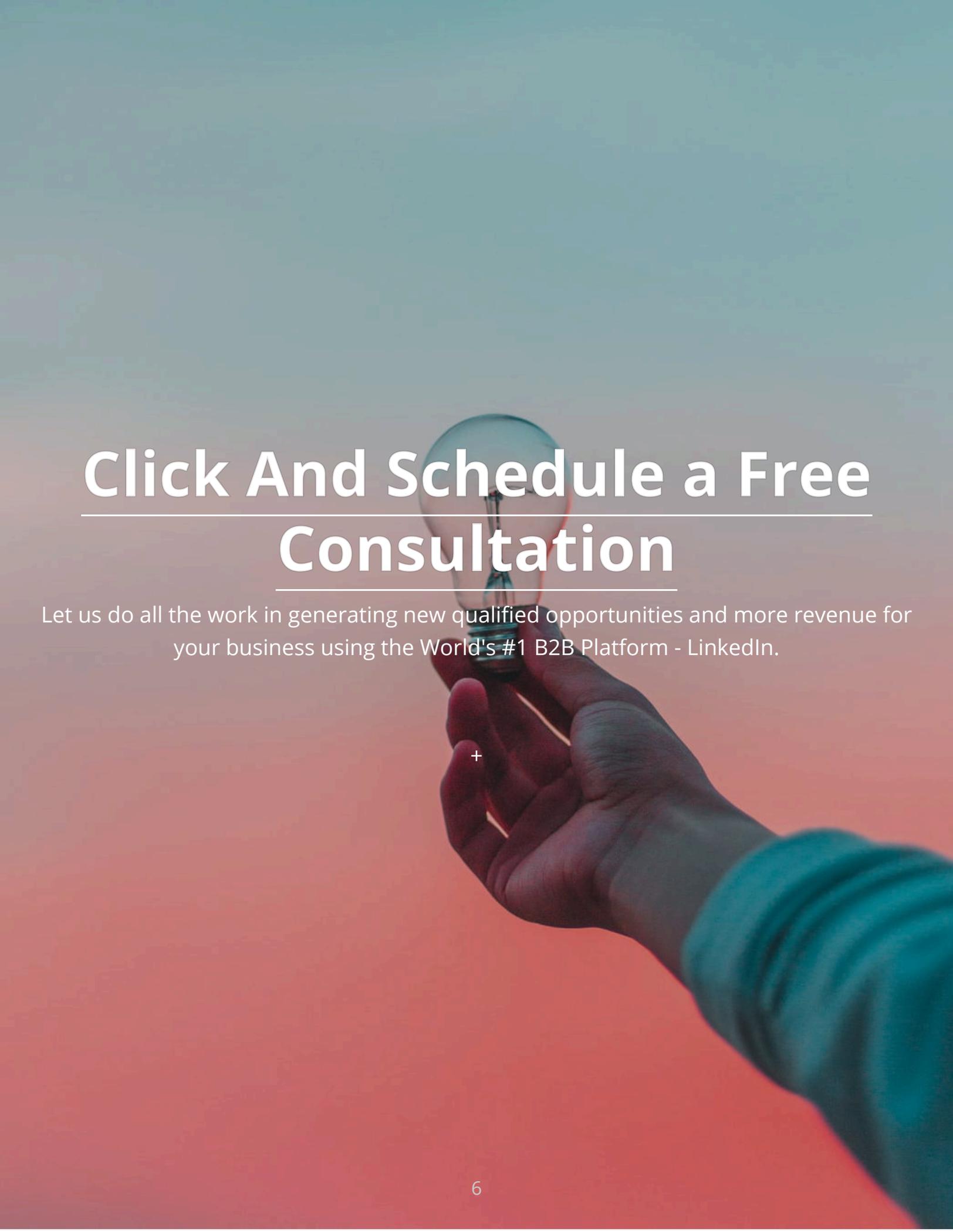


Results

**24 qualified sales leads (Fortune 500) in just 60 days*

**Closed Siemens and Atlassian*

**Enough traction to raise outside funding*



Click And Schedule a Free Consultation

Let us do all the work in generating new qualified opportunities and more revenue for your business using the World's #1 B2B Platform - LinkedIn.