

VISION CHAIN

Vision Chain Case Study

Introduction

Small businesses are under enormous pressure in today's volatile economic environment. Although they have the same everyday challenges of running a business as large organizations, these difficulties are magnified due to their inherent scarcity of resources. Small businesses have fewer people who are doing more work, less capital that needs to be stretched further, and a shorter time to show results. They must operate more efficiently and more effectively than their larger counterparts. And, when it comes to start up companies, these challenges are even more pronounced.

In order to succeed, the start up company needs to acquire paying customers as quickly as possible. How can they quickly and effectively develop a sales pipeline and revenue stream? They could hire a large inside marketing and sales force to inundate the market and quickly develop the pipeline. Or, they could hire one or two senior Sales people and hope they are able to quickly find enough business to kick-start the company. Unfortunately, hiring a large sales and marketing force before your revenue can pay for it is very risky and cost prohibitive. And, the time it would take to allow even two or three stellar performers to fill the pipeline is often too long. The answer? memoryBlue.

The following case study illustrates how memoryBlue has allowed Vision Chain, a leading global provider of demand and supply chain solutions, to develop its customer and target database and build its sales pipeline rapidly and economically.

The Problem

Vision Chain is an enterprise software company providing large consumer product goods companies, such as H.J. Heinz and PepsiCo, with full visibility into where and how their products are moving on the retail shelves. Like many start up companies, Vision Chain needed to accomplish as much as possible and as quickly as possible, with limited personnel resources. The audience they need to reach are C-level executives at these large firms – not the easiest people with which to make contact with.

Their marketing team was able to identify the finite number of companies and job titles that made up their target list. Yet, they did not have the information needed as to who these people were. Plus, their sales team was too busy traveling and trying to close business to do the necessary research to develop the pipeline. To make matters even more challenging, their marketing and sales teams consisted of a single person.

"I had a specific target market that I needed to reach as quickly and effectively as possible, and I wasn't going to be able to do that in a traditional telemarketing scenario," explains Scott Hughes, Vice President of Sales for Vision Chain.

Hughes had a decision to make – risk expanding out his sales and marketing staffs and hope they could immediately bring in the business to pay their salaries, or work to find another option. He chose memoryBlue.

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Scott Hughes
Vice President, Sales
Vision Chain



The Solution

memoryBlue provided Vision Chain with comprehensive sales support services – including lead generation and management, market research and lead identification, qualification, nurturing and delivery – allowing Vision Chain to concentrate their sales efforts entirely on closing business.

In partnership with its sales automation and management partner, Salesforce.com, memoryBlue developed a complete and up-to-date target market database for Vision Chain to use to manage all their sales and marketing efforts moving forward. Based on its constant communication with Vision Chain, memoryBlue crafted specific messages for these targets and developed the most effective methods to reach them, including multiple email, fax, and phone touches. In addition, memoryBlue made contact with these individuals, collected valuable data, and ultimately secured highly qualified meetings for Vision Chain sales representatives.

“Once I educated memoryBlue on our business, for all intents and purposes, they became Vision Chain employees,” Hughes says. “They were able to talk the Vision Chain talk without referring to a canned script. As far as our contacts knew, they were speaking with Vision Chain employees. Their professionalism definitely raised our level of credibility in the eyes of our contacts, which led to more qualified introductory meetings.”

The Result

memoryBlue has been working with Vision Chain for over a year and a half. In that time, memoryBlue has been responsible for generating over 60% of the sales leads which has converted to revenue, while the engagement with Vision Chain has grown from supporting a single sales person to an entire national sales force.

“The one thing that has remained constant over the years has been the professionalism and results memoryBlue has brought to the partnership,” explains Hughes. “Their staff is smart marketing people who really understand my business and deliver results. And, I am confident that those results will continue to come as we continue to grow.”

About memoryBlue

memoryBlue provides lead generation services that secure sales meetings for business-to-business technology companies by executing proven, repeatable campaigns that produce predictable results. All activity is completed within the client's infrastructure, allowing them to develop key metrics for their sales funnel while having real-time visibility into the entire process.

Founded in 2002 by former enterprise software sales and marketing executives, memoryBlue understands the challenges facing technology organizations and helps fill the gap between Sales and Marketing.

