



Case Studies - IT Industry

Employee / Teacher Association

Client

A IT service provider in the Northeastern part of the United States.

Challenge

Businesses with benefit funds are greatly concerned with costs and complying with specific rules and regulations that apply. With our present economic situation, all businesses should be concerned with current costs and should be analyzing available data to see where they can cut unnecessary fees. Knowing this, our Client developed a marketing program focusing on benefit funds. Our client provides a broad range of technical services to Employee/Teacher Associations and has deep industry skills, impeccable references, and pride themselves on affordable rates.

Solution

Our Client implemented a "technology initiative plan" to verify the type of software programs in place, determine what types of programs are needed to make the business processes run smoothly, and review options to boost return on investment (ROI). With new eligibility rules, new collective bargaining agreements and new legislation; the industry was in a constant state of flux and needed to evaluate data security to meet those changes. Businesses with benefit funds often need outside help to verify and upgrade systems for efficiency and compliance. By offering a free technology audit, our client was able to determine if their customers could use new systems and if they would outsource installation.

To engage new businesses, our client had certain questions for qualifying the leads. Our client was seeking businesses that were not under contract and were seeking some type of upgraded membership system for their association. They were also seeking businesses that had not made any upgrades to their program in quite some time. This process benefitted our client by showcasing the diverse services offered by our client and highlighting the customization options available.

The marketing strategy promoted the program through print material and a cold calling campaign with Rich Enterprises. We provided qualified appointments and leads for the client. We reached titles such as CEO, CIO, IT Manager, MIS Manager, Owner and others in the upper management field. The client's field sales force conducted in person face-to-face appointments to meet with businesses and owners of companies. The goal of the program was to locate associations that were in dire need of updating their technology with streamlined processes with greater ROI.

Based on the success of the program, the Client extended their initial contract and expanded their geographical reach. This program started with ten hours per week and concluded ten months later after we contacted every teachers' union within the United

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States.

Results

The end goal with each call was educate the prospect, to address qualifying questions, and secure an appointment for our client. The program benefitted our client by increasing their sales pipeline and ultimately, increasing their client base.