



Driven to accelerate our customers' revenue generation capabilities



Highly Managed Hosting and IT Operations Services

Data Return gains a dramatic increase in their sales funnel due to Vendere's appointment setting process.

Data Return is a profitable, \$50 million Highly Managed Hosting company providing the most comprehensive application support for business-critical applications for over 250 customers including H&R Block, BMW, Harley-Davidson and Match.com.

Data Return's Highly Managed Hosting service includes complete production support for mission critical business applications. This integrated approach to application management includes full code troubleshooting and root-cause analysis, available load-testing services and a web-based system for managing and deploying application code. For more information about Data Return, visit www.datareturn.com.

Setting The Stage For The Future

Vendere began the engagement by implementing the ADAPT methodology, their proprietary appointment generation process. The first phase of the process is Awareness. During this phase, Vendere quickly gained an understanding of Data Return's solutions and identified the business value proposition. Vendere then was able to rapidly take Data Return's business values to the market and schedule appointment's with potential prospects. In doing so, the sales organization identified several opportunities with prospective customers.

Exceeding Customer Expectations

In order to ensure the successful implementation of the appointment setting process, Vendere facilitated sessions with the current sales team to discuss the opportunities and pitfalls while implementing the process.

Vendere's focused on creating the business value statement, developing scripts and target prospect lists. Since implementing this solution, Vendere was able to schedule over 300 appointments with C-level decision makers for Data Return's direct sales team within one year. As a direct result of this engagement, Data Return has over \$700,000 of monthly recurring revenue in the sales funnel. Over \$166,000 in monthly recurring revenue has already closed.

Enabling the Customer

Vendere has ensured that Data Return's sales professionals have highly qualified opportunities to chase and ultimately win. Vendere has shared best practices to empower the sales team to achieve the same results.

Business Development Services Case Study

Solution Overview

Industry

Highly Managed Hosting and IT Operations Services

Company Profile

Data Return is a profitable, \$50 million Highly Managed Hosting company providing the most comprehensive application support for business-critical applications for over 250 customers.

Situation

Data Return's number of opportunities, sales activity and sales funnel would not generate the revenue needed to meet its goals.

Business Solution

Vendere implemented a lead generation program to work in conjunction with Data Return's existing sales model. Increasing their opportunities added to the sales funnel by growing the number of appointments with prospects.

Benefits

\$1,517,000 of Monthly Recurring Revenue added to Data Return's pipeline within 12 months.

\$166,000 in Monthly Recurring Revenue Closed business 12 months.

"Vendere was able to seamlessly integrate with our sales force and identify several opportunities for our organization, which led to immediate Monthly Recurring Revenue to our business."

Tom Blair
V.P. of North American Sales
Data Return

About Vendere

Vendere is Latin for "to sell." Our team is driven to accelerate our customers' revenue generation capabilities.

Vendere's program is designed to provide the framework and methodology to develop a model for your company that guarantees attainment of revenue goals, increased ROI of your sales process and growth of your sales funnel.

Dallas Office
12655 N Central Expressway
Suite 410
Dallas, TX 75243
972.934.9756, ext. 220

▼ www.venderepartners.com ▼

Denver Office
6200 S Syracuse Way
Suite 125
Greenwood Village, CO 80111
303.874.5177