



Driven to accelerate our customers' revenue generation capabilities

Microsoft Business Solutions

Microsoft Business Solutions Partners realize a dramatic increase in their sales funnel with Vendere's appointment generation process.

Microsoft Business Solutions are integrated business applications for small and mid-size organizations, and divisions of large enterprises. The products and services are delivered through a worldwide network of channel partners.

Microsoft Business Solutions include applications and services for retailers, manufacturers, wholesale distributors, and service companies, doing business domestically or in multiple countries. For more information about Microsoft Business Solutions, visit www.microsoft.com/businesssolutions.

Setting The Stage For The Future

Vendere implemented the ADAPT methodology, their proprietary appointment generation process, to find an effective approach to funnel leads to Microsoft Business Solutions Partners. The first phase of the process is Awareness. During this phase, Vendere quickly gained an understanding of Microsoft Business Solutions and the value offered to their partners and customers. Upon completion of the Awareness phase, Vendere rapidly took these values to the market and began scheduling appointments with potential prospects. In doing so, the Microsoft sales organization was able to identify several opportunities with prospective customers.

Exceeding Customer Expectations

Vendere's initial focus was to create the business value statement, scripts and target prospect lists. Vendere then offered facilitated sessions with the Microsoft sales team to identify the opportunities and pitfalls when implementing the Appointment Generation process. The sessions resulted in the sales team buying in to the process, ensuring successful implementation of the program.

Within the first three months of implementing the program, Vendere scheduled over 100 direct appointments with C-Level decision makers for Microsoft's Partners. This engagement resulted in over \$3,500,000 of new revenue opportunities in Microsoft's channel partner sales funnel.

Enabling the Customer

Vendere ensured that Microsoft Business Solution Partners 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

Software applications for small and mid-sized businesses

Situation

Microsoft Business Solutions was looking for a more effective approach to generate leads for their channel partners. Channel partners needed more opportunities to sell Microsoft Business Solutions.

Business Solution

Vendere implemented a lead generation program to work in conjunction with the Microsoft Business Solutions existing channel partner sales model. This program increased partner opportunities and partner sales funnel by increasing the number of appointments with prospects.

Benefits

Generated over 100 Qualified Appointments and added \$3,500,000 to channel partner sales funnel within first 3 months.



"Vendere has been a very professional organization to work with and we have really appreciated that. The lines of communication, the quality of the information and the overall process has worked very well for us."

Roger Demers
Group Manager, US SMS&P Inside Sales
Microsoft

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.

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