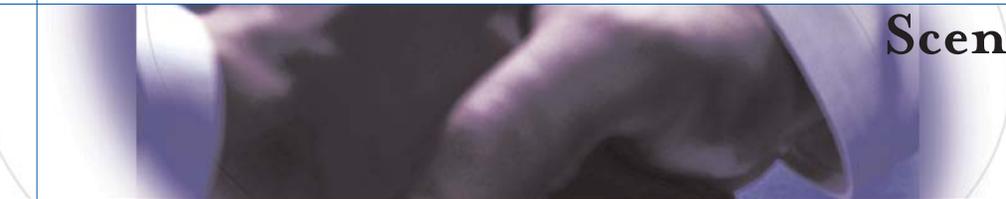




## Case Studies : e-Lead Version of Smart Email



**Scenario:** How a reward-driven online customer contact tool increased sales.

**Problem:** An office products dealer who sells printers and copiers experienced a great deal of frustration with keeping and rewarding his sales force. Part of a highly competitive field, he had to constantly hire new people, only to lose them just as quickly. No matter how well he trained his sales team, they wasted hours with dead-end prospecting. They lacked effective marketing tools and had no incentive program to motivate them or even keep them as employees.

How does a company successfully train short-term employees to deliver cogent and effective communications? How can they encourage good employees to stay?

**Solution:** The Strategic Incentives e-Lead system solved many of the dealer's problems. It's an easy-to-use tool that lets sales reps send market-specific, personalized e-mail messages to consumer prospects. e-Lead is loaded with good reasons for reps and dealers alike to use it:

- E-Lead provided innovative marketing tools for contacting new customers with rich media emails. It automatically tracks leads, and it also rewards sales reps for their activity with points for prizes and vacations. Reps can easily redeem their points on line. That's almost instant gratification!
- The sales force has their own password-protected section of the e-Lead site

that tracks and provides reports on all the messages they send. With this kind of tracking and reporting, reps can monitor their own progress, set their own goals, and achieve their own milestones.

- Dealers can learn which and whose efforts are fruitful through the Administrative section of e-Lead. Able to track all sales rep and consumer activity, this section provides precise information that was difficult to gather before e-Lead. Now it's easy to tell which customers are responding, which products are selling, and which sales people are thriving.

- Consumers receiving e-Lead messages can click on an embedded link that takes them to a promotional website full of special offers, games, sweepstakes, and animated demonstrations. They're also just a click away from requesting literature or a sales person's call. It couldn't be any easier for prospects to make contact.

**Outcome:** Within 6 months of using e-Lead, the dealer noted that his sales force was performing so much better and staying so much longer. His turnover rate was reduced by 20%, and his business increased by 22%.

**Wouldn't you like to see e-Lead do the same for your business?**

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