

Liebert® Marketing Communications Generates Sales



INTEGRATED SYSTEM DRIVES DEMAND WHILE REDUCING COST

As marketers, we are increasingly being asked to demonstrate the effectiveness of our efforts. Today, we delight in being put on the spot, because we can throw out some impressive, measurable successes—thanks to a North American integrated marketing system that is helping us measure how we drive prospect demand, increase the efficiency of our sales channel and reduce costs.

Several years ago we introduced an integrated marketing approach that closed the loop in the sales lead generation and management process. In a few short years, we:

- Increased the contact rate from 40 percent to 85 percent
- Reduced the time it takes to get a qualified lead to the appropriate field reps by seven days
- Tracked more than \$37

million in reported sales against our targeted marketing efforts.

In addition, we built a marketing datamart (of more than 200,000 targeted prospects and customers) that al-

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lows us to begin sending the right message to the right person at the right time.

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PROGRAM AT A GLANCE

The program was developed and is managed by our strategic partner, Minnesota-based Performark, Inc., which we affectionately refer to as "Liebert North" since they are such an integral part of the pro-

gram. We also named the program itself Liebert North to immediately convey to sales reps that the program is integrated with everyday operations.

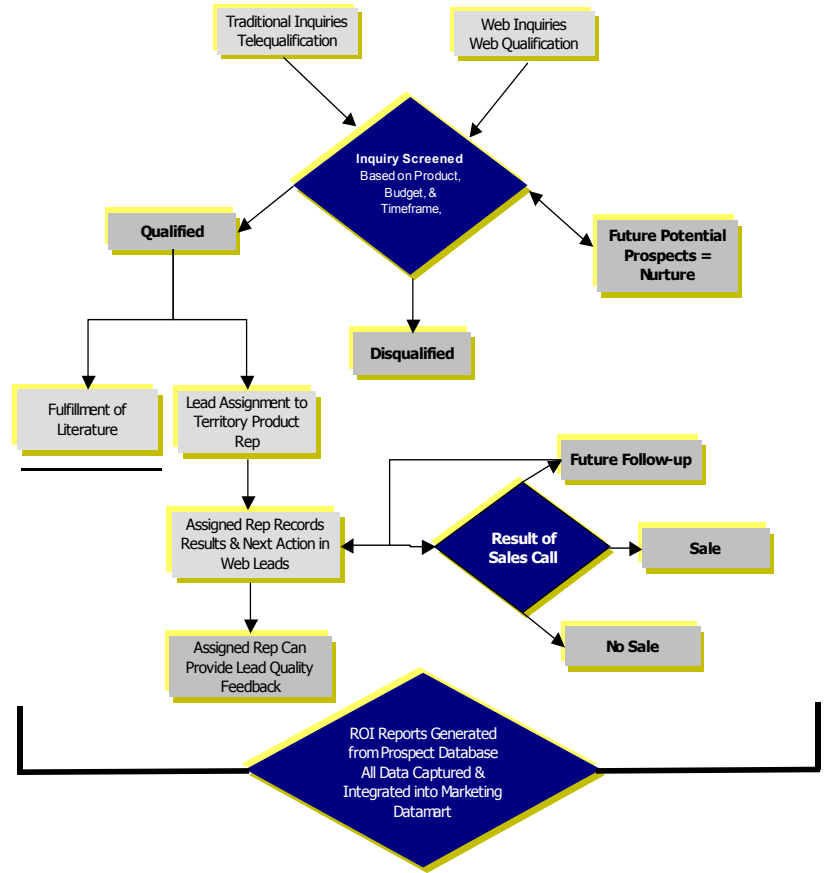
Using the secure Performark® WebLeads™ Program, (we call it eLEADS) we give sales reps a single, easy-to-use system for accessing, prioritizing, tracking and scheduling actions on qualified leads—anytime, anywhere. Basically, we made it easy for them to receive and report back on qualified leads.

Here's how it works:

1. All inquiries come into the Performark's Communication Center where they are coded by source—be it a trade show, direct mail, a press release, trade ad, etc.
2. Our data is entered into the central prospect database, which feeds the datamart.
3. The next step is the most

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critical one: Performark qualifies the leads via phone before sending them on to our sales force. Qualification information is gathered and stored in the datamart. On average, 20 percent of leads are deemed qualified enough to be sent to a sales rep.



4. A personalized fulfillment package is compiled and mailed by Performark to inquiries based on their need.
5. Each hour, the Webleads™ system automatically notifies sales reps via email if they have a new lead. An embedded link allows the rep to connect directly to the contact and qualification information.
6. When a sales rep receives an eLEAD the system allows the rep several easy to use options:
 - Email the lead to another rep or reseller
 - Update the lead status into one of many category options such as

- quote, presentation, trial evaluations, sale or lost sale. If sale the value of the sale is recorded.
- Request the eLEAD system to provide a future email alert of a required follow-up activity.
- 7. Authorized sales and marketing associates can access numerous activity and sales reports online directly from the system. These reports allow for:
 - Tracking of unit and/or dollar sales from leads generated
 - Tracking the effectiveness of various media used to generate sales leads

- Identify the lead closure rate by individual rep or territory
- 8. Using updated data from the Performark database, we're able to target promotions to specific prospects in support of the sales effort.

Within the past six months we have developed a new method of auto-qualifying prospects from various pages on the internet (our own site, marketing sites, etc.). Now, anyone wishing to request more information or respond to a marketing offer from select web pages could be

qualified, fulfilled, entered into the database and distributed to the field – with minimal human intervention. Basically the same process is followed with the exception of eliminating the phone calls from Performark’s Communication Center. Currently over 50% of our inquiries register via the web, which allows us to qualify more prospects and send out more leads at a much lower cost.

WHY THIS PROGRAM IS SUCCESSFUL

Senior-level commitment in both sales and marketing. Top management actively supports the program. The program is a joint effort by sales and marketing versus a marketing only driven program.

Sales representative input into the design. We talked with our sales reps to find out what

they wanted in a system before developing it. Their key requirements were: Make it easy; Make it electronic; and give me timely leads. We did all three.

Qualified leads. It is critically important to have a program that filters the leads and only sends to the reps

leads which are accurate, active and timely. To do this effectively requires a consistent process, but also a highly trained telemarketing staff on both product and basic applications. At “Liebert North” Performark maintains a trained team of product and application knowledgeable associates who use a jointly developed call guide to initiate a conversation with a prospect, not just read a script. Only fully qualified leads are sent on to the sales reps.

Direct distribution. In the past, we didn’t determine which individual rep should receive a specific lead. We sent leads to regional or office managers and

Program Success Factors:

1. **Senior-level commitment in both sales and marketing**
2. **Sales representative input into the design**
3. **Qualified leads**
4. **Direct distribution**
5. **Field relationships & support**
6. **Integrated marketing**

crossed our fingers that the leads would get distributed. Today, the Performark WebLeads system automatically emails qualified leads directly to the individual sales representative based on product technology and location.

Field relationships & support. Implementing sales lead

programs into the sales force requires training and support. The field reps need to know what to expect, what to do and be provided with a consistent process that allows them to act and report quickly, efficiently and easily.

Integrated marketing. Our ability to track, measure and analyze numerous marketing activities is greatly simplified by centralizing these often-disjointed activities—regardless of business unit.

Our Liebert North central hub manages inbound 800 services, outbound calling, email marketing, sales lead management, media effectiveness, fulfillment, data-mart development and utilization, and lead qualification. By consolidating these efforts we’re able to analyze and refine our marketing efforts as needed. For example, we learned that we get the highest quality leads and highest conversion rates from our Web

site, so we’re shifting additional attention and dollars to that tactical tool.

GLOSSARY**Contact rate**

The percentage of leads that are contacted by a sales rep

Conversion rate

The percentage of leads that are converted into sales

CRM

A business strategy to create and manage more valuable customer relationships using database technologies to provide detailed information about each customer. True CRM requires a customer-driven approach to all aspects of your business, including service, sales and marketing, product development and organizational structure.

ROI

Return on investment. Often shown as a ratio = net sales:cost of the program.



Dave Crago is Marketing Manager of Liebert Corp., a part of Emerson Network Power. Liebert designs, manufactures and distributes control and power-protection systems in more than 100 countries. For more information on Liebert's North American lead management program, contact Dave Crago at dave.crago@liebert.com or 614.841.5798.

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Performark, Inc (aka Liebert North)

Performark, Inc. is a proven specialist in sales lead management. They develop customized prospect and customer relationship management (CRM) programs to help business-to-business companies measurably improve their marketing efforts and increase sales. The company, based in Minneapolis, Minnesota, offers comprehensive sales, marketing and relationship solutions. For more information, call 800.888.2014 or go to www.performark.com.

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