

## **Prefer Network Uses Advanced Demand Generation Techniques - Allows Sales Reps to Focus Efforts On Closing Deals**

Scott Johnson, Director of Business Development for Prefer Network, wanted to take sales for his high-tech collaborative database company to another level. The company has missed its new member growth targets the previous two years and was looking to get back on track and grow faster than the industry with his help.

Mr. Johnson explained. “Abacus is the biggest database co-op in our marketplace. I needed to compete with the 800-pound gorilla, but with a modest marketing budget. With thousands of prospects, I know our current approach wasn’t cutting it. I ended up turning to Three Deep Marketing for assistance. They developed a repeatable process and consistent messages that could compete for air-cover with the big boys and helped to provide us with better qualified leads.”

“Prefer Network had a similar approach to demand generation as most B2B companies” explains Dan Derosier, Three Deep Marketing Senior Partner. “They would use single-shot marketing campaigns, or infrequent sales calls, instead of a continuous process for lead development. We set out to change all that.”

Three Deep Marketing analyzed the current processes and existing marketing and sales materials. They developed a coordinated set of steps that mirrored the buying behavior of the market and one that could be repeated again and again. By following best practices, Three Deep was able to lay a foundation to grow the business for Prefer Network.

“With Three Deep’s guidance, we followed a set of processes steps and sales disciplines and leverage technology wherever feasible,” indicated Johnson. “By keeping our message in the marketplace on a frequent basis and utilizing technology to track who was opening and downloading our sales and marketing materials, we have a better understanding of which leads to focus on. I also insisted on a timely follow-up phone call by our

outsourced telesales group within 48 hours of the prospect's last interaction with us to keep interest high. That timing and relevance, was extremely helpful in getting an on-line sales demonstration set with their key decision-makers and our deal-makers.”

By implementing an integrated and repeatable process, Prefer Network now has a steady flow of leads that were either turned over to sales for follow-up, or left with marketing if they needed more time to develop into qualified leads. That marketing and sales approach allowed Prefer Network to grow faster than the industry and capture share.

“Having a multichannel, integrated sales and marketing approach takes much of the burden off each sales rep, provides the company with a consistent and repeatable approach to lead generation and makes measurement much easier across their entire demand chain,” says Dave Woodbeck, CEO of Three Deep Marketing.

“Once we had the new marketing messages, process steps and follow-up systems in place, things began to happen. From the previous year, we grew new accounts (co-op membership) by 53%,” said Johnson. “And that was without adding any additional sales headcount. I thought we had tapped out the market with those high growth numbers last year, but we are on pace to have another great year.”

If you would like to learn more about how integrated marketing platforms and automated business processes are paving the way for more effective communications and productive sales activities, visit [www.threedeeppmarketing.com](http://www.threedeeppmarketing.com) or call (651) 777-6601.

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