



immixGroup
Technology Sales

Case Study: *Lead Generation and Government Marketing Support*



Mutual Commitment Produces Opportunities and Sales

“Working with immixGroup on a one-on-one basis, building strategies, working as a team – it’s given our business a tremendous boost. I will never have another GSA schedule holder. It will always be immixGroup.”

*Sam Maccherola
VP & General Manager,
World Wide Public Sector
Guidance Software*



Background

Guidance Software, a world leader in eDiscovery and other digital investigations, wanted to expand its public sector sales and marketing efforts and generate more qualified sales leads. Although its sales team had always been successful, Guidance was looking to improve its team’s efficiency, grow its pipeline, and realize greater results from sales activities. After discussing these goals with its immixGroup account team, Guidance agreed to a plan to leverage our broad government marketing and proactive sales capabilities to extend the reach of its public sector sales team.

Challenges

The greatest challenge facing Guidance and the immixGroup team was finding a way to improve Guidance’s sales and marketing results without additional internal resources or operating costs. The clear solution was for Guidance to utilize our account team to a greater degree, rather than take on the added cost or risk of hiring new inside sales representatives or outsourcing additional marketing programs. Although Guidance sales representatives had worked closely with us in the past, executives from both companies recognized that a more extensive, seamless level of collaboration was needed to approach the government market with a unified strategy.

Solution

immixGroup and Guidance made a mutual commitment to grow Guidance’s public sector business and developed a strategy that required us to:

- Extensively train our account managers on Guidance products;
- Establish a Market Development Fund (MDF) to be used for events, sales activities, consulting agreements, and other initiatives to support public sector business growth;
- Plan and execute targeted, proactive sales and marketing activities to generate and qualify leads for Guidance, and;
- Build closer working relationships between the immixGroup and Guidance sales teams.

The centerpiece of this strategy was the creation of an “embedded account management” relationship between the two companies, allowing our account team to act as a true extension of the Guidance public sector sales force. The embedded team enabled both companies to benefit from greater involvement and access, typically not seen in a traditional manufacturer-reseller relationship.

This solution was “an advantage I’ve never had before,” explained Sam Maccherola, VP and General Manager, World Wide Public Sector for Guidance. For Maccherola, building a sustainable process to develop a growing, qualified pipeline was a primary focus, and collaborating with immixGroup was a “fundamental approach to accomplishing that goal.”

immixGroup's Proactive Sales Activities are intended to identify and qualify government sales opportunities for your sales representatives. immixGroup's Account Managers extend your public sector sales team to plan and execute tactical campaigns including phone blitzes, lead qualification campaigns, e-mail blasts, Webinars, and more.

immixGroup's Government Marketing Services are designed to generate highly qualified leads for our manufacturers, resulting in meetings, quotes, and orders to grow their government business. Our experienced team of government-focused marketing professionals offers a variety of live and online events, direct marketing programs, and extensive marketing planning and support capabilities.

According to Maccherola, "our mutual teams cannot fully execute if we don't have more of a one-to-one tactical working relationship. The embedded model is the only way to gain the improved execution we need."

To ensure a smooth and successful transition to this support model, we:

- Re-aligned our account team to more closely support Guidance's sales reps;
- Have our account managers work directly with Guidance's sales team at Guidance's office two full days/week;
- Instituted an intensive product training program requiring account managers to participate in monthly training sessions, regular updates, and joint sales calls with Guidance reps, and;
- Participate in Guidance's internal weekly management meetings to enable more open communication and focus on the key agencies for which Guidance required more support.

By working side-by-side with Guidance sales reps and emphasizing product training, our account managers quickly developed stronger product knowledge and closer relationships with their Guidance counterparts, making both groups more effective on sales calls. Plus, we leveraged our market intelligence resources, public sector relationships, and extensive knowledge of the government's security install base to open up opportunities in agencies which previously had limited exposure to Guidance.

In addition, we supported the program by establishing an MDF fund that, according to Maccherola, "paid off in a big way. It drives mutual business and

has really helped us accomplish some efforts we otherwise wouldn't have had the budget to do."

We used this fund along with our internal marketing resources to plan, execute, or support dozens of sales and marketing activities over the first 18 months of the program. These included:

- 24 call campaigns for product upsells, prospecting, event registration, and trade show follow-up;
- Four custom events including government-facing seminars and user groups;
- Four government trade shows;
- Four lead-generation Webinars, and;
- Two customized market intelligence briefings on specific government programs.

Results

As a vital extension of the Guidance public sector sales and marketing team, immixGroup has helped Guidance increase the number and reach of its public sector sales activities, delivering:

- **35 separate sales activities** resulting in more than **130 new leads**
- **22 scheduled meetings** in offices throughout the government, many new to Guidance

Our combined team led to significant "net new" business opportunities, including the purchase of forensics products and EnCase Enterprise sales.

About immixGroup

immixGroup brings commercial technology products and services to the public sector. Since 1997, we have helped hundreds of companies – including McAfee, IBM, Oracle, and EMC – grow and manage their government business while providing federal, state, and local agencies with reliable access to leading commercial technologies. immixGroup is a recognized leader in the public sector technology marketplace, with four divisions delivering a unique combination of services. These include technology sales via preferred contract vehicles, innovative government channel programs, expert contract management consulting, and outsourced IT solutions.