



Referral

In Association with
Preeminence



CONSULTING FIRMS FOR EXECUTIVE INFORMATION SYSTEMS

An example of outsourcing and offloading one day demonstration costs in return for referrals.

We create graphic systems for executives. If you want to visualize it, Boston Chicken has a map of the US with all the locations of their stores and you can click on a location and the statistics related to that location come up. Currently, in our industry, a large majority of the marketing dollars goes towards educating our audience, executives, about technology and reducing the fear.

As a small start-up company, we really couldn't afford to educate our potential buyers so we needed a way to, in a sense, let our industry educate our buyers to the point of sale and then strike. We needed some indicator of companies that were going to make the shift to executive automation. One was the software they were purchasing in-house. A large expense that software companies don't like is having a field sales force go and do one-day demos. So we partnered with the software vendors to go do the one-day demos in our geographic area. And, in return, we get the first crack at all the companies who are at the point of purchase.

The cost of educating contacting and closing a sale for a customer in our industry is typically \$3,000 to \$5,000 per customer. But now, we receive ten qualified, ready-to-buy leads per week, and our biggest problem right now is a marketing campaign to hire people. And so we reduce the cost of attaining a customer from \$3-\$5,000 to approximately 30 cents in e-mail messages that go from our sales force to their internal sales force.

