



channel *2* management

a seamless extension of your organization



**About
us**

**Demand
Generation**

**Tele
Teaming**

**Back Office
marketing
services**

We understand your challenges

About us

Channel Management is a **provider of services for sales and account management.**

We can provide a range of off-the-shelf and tailor-made marketing services that help you to create awareness within your channel, to develop your business and to increase sales and new business opportunities.

Whenever Demand Generation, Tele-Teaming and Back office marketing services are outsourced, your outside **salespeople are able to close more sales** and increase the revenue of the company.

We pledge to act as **a seamless extension of your organization**, providing you a professional team that have the essential skills for success, no matter what the general economic conditions are. Channel Management does not hire telemarketers. We hire inside salespeople with the skills that make them able to engage prospects in conversation, navigate through gatekeepers and achieve success.

Channel Management employs **a fixed, multi-lingual and experienced staff** able to manage the sales process from resellers to C-levels of end-user businesses. As result our staff never use scripts but talking points to reach high quality information from which customer base a partnering decision.

We believe business partnerships are based on trust and on result oriented culture work. We comply with all U.S.A. and E.U. regulations when we do business, all our processes are under Non-Disclosure agreement and all data are securely stored. **Our service is exclusive**, we do not represent mutual competing companies.

We understand your challenges and this is the best value to partner with you.

Demand Generation

LEAD SCOUTING. Starting from Database Validation through a qualification process, we will locate and nurture those companies that have a valid interest in exploring your product or service, according to your standards of a actionable new business opportunity.

LEADS NURTURING. We develop a relationship of trust with your prospect by means of technical literature distribution or invitation to trade show or webinars, other than making phone calls.

CHANNEL RECRUITMENT. Our channel recruitment service offers a cost effective way to identify and evaluate potential partners, saving time for you to engage in your primary objectives. Lead Scouting can be provided in order to support these partners and build up channel loyalty.

TRADE SHOW AND SEMINAR MARKETING. Fill every seat in your seminar and effectively use trade shows to generate business. We can help you achieve these benefits through making personalized phone contacts with prospects and clients before the show, to invite them to your exhibit booth and calling them after the event to thank your visitors and to further qualify purchase intent, literature distribution, scheduling meetings and conference calls, providing comprehensive reporting and lead nurturing.

LITERATURE DISTRIBUTION. Literature distribution is an important part of the lead management process. We provide the service from mass mailings to small-quantity personalized mailings, storage and distribution of marketing or technical collateral. Using safety stock and reorder point we can alert you when literature stock gets low.

Tele-Teaming

INSIDE SALES REPRESENTATIVE. Our Inside Sales Representative pair two or more of your salespersons: the benefit to this approach is that we can provide larger coverage of territory, market or sector. It's simple, our ISR can typically speak with 25 decision makers per day, compared to a field sales representative who can generally meet at most five customers per day.

APPOINTMENT SETTING. Our business appointment setting service produce highly qualified and well targeted prospects: we are able to set meetings with people that can influence your sales pipeline.

ACCOUNT MANAGEMENT. At Channel Management, we are specialized in managing your customers throughout the lifecycle, producing tangible increases in revenue and reducing customer churn.

BUSINESS OPPORTUNITY HUNTING. The service provide visibility into your target accounts and then provide you a snapshot on who's buying, on what they are buying and when.

SALES PIPELINE NURTURING. Companies having long sales cycles, working with multiple decision points, meeting with C-level executives, and selling high-value solutions, could benefit from this service. Tele-Nurturing helps long-term projects to taking place.

PUBLIC SECTOR MONITORING. Our ten years experience in Public Sector make us able to inform you about the negotiation of contracts, development of new projects, approval of budgets and buying decisions. Our services range from lead scouting to opportunity identification and appointment setting help you to generate revenue with your target key Public Sector accounts.

Backoffice Marketing Services

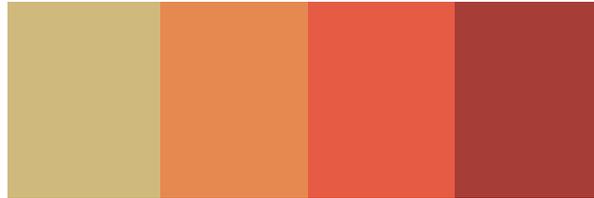
DATABASE VALIDATION & MAINTENANCE. We offer a massive and tailored action of list building and list cleaning on your behalf, searching for contacts with your desired criteria and validating them either through telemarketing, extracting data from the web or through direct mail. We periodically maintain your database by regular updates.

E-MAIL MARKETING. Our effective technique of target-based data integration delivers fully managed messages. We make on-the-fly emails customized down to an individual recipient basis and personalised with an individuals name and company name.

SOCIAL MEDIA MARKETING. SMM is an effective way for partner interaction offering tangible ROI for product management, market research, lead-generation, public relations. Our Communication department can manage effectively your social media accounts increasing brand awareness, engaging with communities in your industry and driving traffic and leads to your website.

CUSTOMER SATISFACTION SURVEYS. One of the most important elements in developing a successful survey is objectivity, but often customers are more comfortable in sharing their thoughts and feedback with an outside firm rather than with persons they have a business relationship.

CRM AS A SERVICE. Our fully featured, enterprise level CRM is available as a service from your PC and also from iPhone or Android devices. Our software may have functionality that overlaps with your current sales contact management solution. In this case the data structure allows us to integrate our CRM with your ODBC-compliant system so that all your data are stored in one place.



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