



FLEET Leads

CHANNEL PARTNERS

MORE SALES PER
MARKETING DOLLAR



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Dear Marketer,

B2B marketers are challenged to develop the most cost effective program to funnel interested prospects to their sales team and channel partners. *FleetLeads* is a unique technology platform for optimizing this process.

Most of our clients use *FleetLeads* because their marketing programs do not generate enough qualified prospects and they don't want their sales reps or channel partners wasting time prospecting for new accounts when they could be in face-to-face meetings closing a sale.

Our Fortune 500 clients find that *FleetLeads* has capabilities not found in their CRM systems. Since *FleetLeads* is focused on prospecting, there is no need to store sensitive customer data. For this reason, *FleetLeads* becomes a data warehouse where sales, marketing, outsource vendors, and channel partners collaborate on their respective tasks in order to move prospects through the sales pipeline.

Not only does *FleetLeads* enable marketers to prospect on behalf of their sales team, it also records the outcome of their activities. Real-time reports showing the cost per qualified lead and the timeliness of sales follow-ups provide the information marketers need to target campaigns where they will generate the most revenue.

Will *FleetLeads* deliver the promise of sales growth with no increased marketing expense?

The answer begins with a question: What is the cost per qualified prospect for your advertising, trade show, direct mail, and sales prospecting activities? If you don't know or if the cost is more than \$45, *FleetLeads* warrants consideration.

The best way to evaluate *FleetLeads* is to test drive the system. Our pilot programs are designed to show the cost per qualified prospect relative to your current marketing programs. We are confident you will find that *FleetLeads* will stretch your marketing dollar further.

Best Regards,



Justin Zohn
Senior Consultant

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What is *FleetLeads*?

FleetLeads is an Internet technology platform that is specifically designed to optimize a company's sales processes for acquiring new customers. *FleetLeads* is a comprehensive, start-to-finish product that can help clients create value at each discrete step in the sales cycle, which includes:

- Building a Database of Prospects
- Executing Marketing Campaigns
- Qualifying Leads
- Setting Appointments
- Closing the Sale

FleetLeads technology allows clients to manage each step separately with the most cost effective resource. For example, many clients outsource lead qualification so that their sales reps can focus their time on bona fide prospects.

The *FleetLeads* report center monitors productivity at each stage of the sales process. This is a distinguishing feature because, prior to using *FleetLeads*, most clients did not track the conversion of leads to appointments, and to sales. Not knowing the cost per prospect makes it difficult to evaluate and improve the effectiveness of customer acquisition activities.

When new clients sign up for the *FleetLeads* program, they are assigned a consultant who builds their system and provides training and technical support. There are two common configurations. *FleetLeads* for you:

DIRECT SALES FORCE — Research shows that clients using our technology to qualify leads and set up appointments increased face-to-face selling time by 35%.

CHANNEL PARTNERS — Research shows that clients using our technology improved sales productivity by 23%.

Typically, a pilot system is set up for a branch or partner location. Within approximately eight weeks, enough data is available to determine if the pilot should be expanded.

FleetLeads is a program for B2B marketers that increases channel partner productivity by a minimum of 23%.

Situation: Channel Partners Need to Sell More

Companies that sell through a network of wholesalers, distributors, or dealers understand that their profitability is tied to the strength of channel partners in their markets.

Researchers at the University of Maryland found that the sales productivity of channel partners using *FleetLeads* class technology jumped 23%.¹

Unfortunately, most channel partners lack the know-how and technical support staff to develop this type of new customer acquisition program on their own.

FleetLeads is a program that is configured for clients who want to provide their channel partners with a customer acquisition program to sell their products and services.

FleetLeads Features For Channel Partners

- More sales per marketing dollar
- 23% higher sales productivity from partners
- Easier for partners to sell your offering
- Collaboration creates competitive advantage
- Metrics assure accountability and control
- Demo and pilot provide proof of value

More Sales per Marketing Dollar

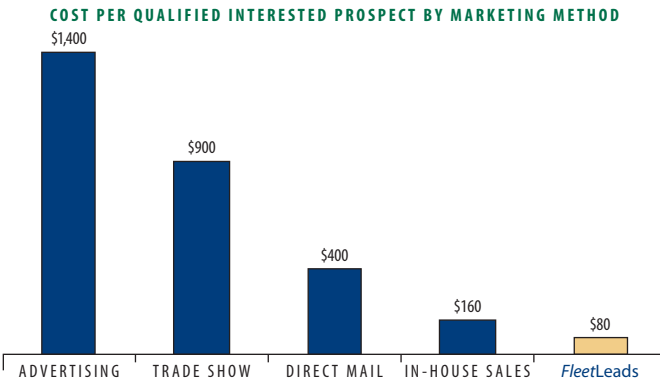
There are many ways to increase partner sales: advertising, trade shows, and a variety of direct marketing programs. One approach is practically free, improving the sales productivity of channel partners.

This is the purpose of the *FleetLeads* program. Its proven track record results from marketing technology and reporting that provides management with the information needed to focus resources where they will generate the most revenue.

There are two cost components to the *FleetLeads* program, the cost to support client marketing content and the cost to support channel partners.

Some clients find the value proposition so compelling that they absorb the entire program cost. Other clients fund the infrastructure so that channel partners only pay for training and support.

Regardless of how *FleetLeads* is implemented, it has proven to be the lowest cost way to increase channel partners sales.



FleetLeads is the lowest cost method to acquire new customers on a cost per qualified prospect basis. *FleetLeads* is half the cost of having an aggressive sales force manage the lead qualification process themselves!

23% Higher Sales Productivity From Partners

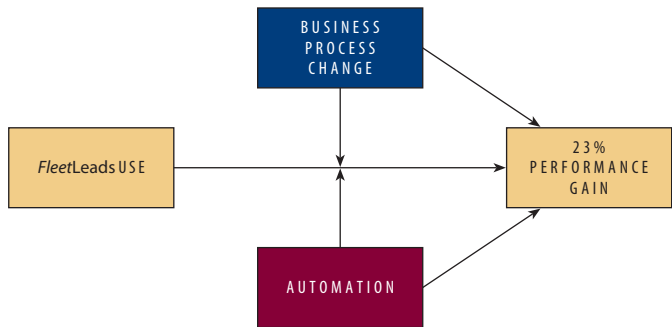
FleetLeads class technology increases the sales productivity of channel partners by 23% according to a recent study conducted by the University of Maryland.

For most channel partners, having a well thought-out business process with proven success at acquiring new customers is the primary *FleetLeads* benefit.

Automating this process also boosts sales productivity. All of the tools the channel partner needs to manage customer acquisition activities are organized in an easy-to-use web interface.

Success breeds success. Over time, channel partners rely on the convenience of having all of their business development activities managed in one system. The result is a stronger network of channel partners that translate to a sustainable advantage for *FleetLeads* clients.

Use, automation and business process change combine synergistically to produce a 23% performance increase.



Easier for Partners to Sell Your Offering

Having stronger channel partners is important, but having stronger partners focused on selling your offering is more important.

During the initial setup, *FleetLeads* is configured with client marketing materials: letterhead, email and fax templates, sales forms, and telephone scripts. Each channel partner is then trained on how to use *FleetLeads* to prospect for new accounts.

Having your marketing materials embedded in *FleetLeads* makes it easier for channel partners to sell your products and services.



Collaboration Creates Competitive Advantage

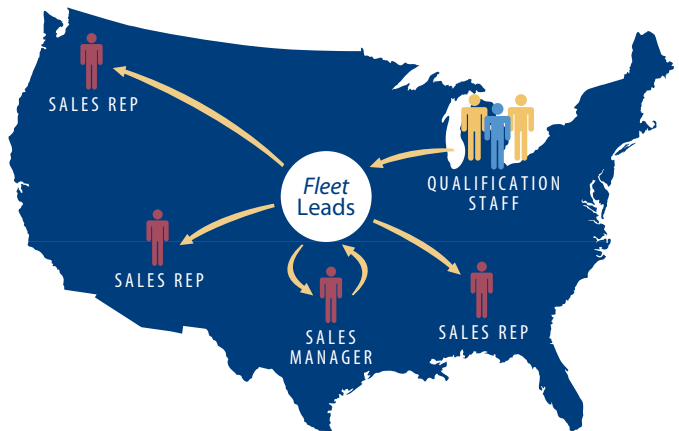
FleetLeads is unique because it enables clients and their channel partners to collaborate on marketing and sales campaigns. This lower-cost new customer acquisition model delivers a meaningful competitive advantage.

The origins of this architecture grew from the need of a major oil client to increase direct marketing response rates. With *FleetLeads*, channel partners in the field had immediate access to prospects generated from national direct marketing campaigns.

Other clients use *FleetLeads* to jump-start sales in competitive or poor performing markets. This is possible because *FleetLeads* not only manages leads, but also the collateral materials and communication associated with each campaign.

FleetLeads is relied on for new customer acquisition because its design reflects the realities of the marketplace. In the real world, clients and channel partners do not want to disclose information on some prospects. Accordingly, sharing can be turned off on a record by record basis. This ensures collaboration on campaigns where there is a mutual benefit.

Channel partners have access to qualified prospects only in their territories, while the campaign manager can oversee the entire process.



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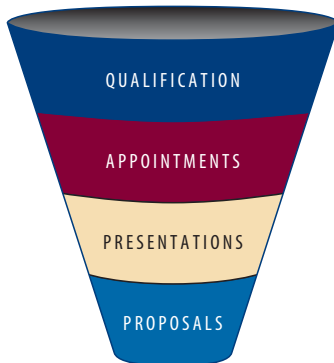
Metrics Assure Accountability and Control

FleetLeads clients are looking for the most cost effective way to acquire new customers. This requires analysis showing both the cost and the response rate of each marketing campaign.

To be useful, this analysis should be carried out at the resource level. That way, marketing can evaluate the effectiveness of different campaign types, marketing messages, list sources, and channel partners.

FleetLeads has a campaign manager and report center for this purpose. And since campaigns are managed in real time, marketing can track results and intervene as required.

Over time, the metrics generated through the *FleetLeads* program will guide marketing toward the most cost-effective campaigns for acquiring new customers.



FleetLeads report center generates real-time, campaign metrics that tracks how prospects are moving through the sales pipeline.

Demo and Pilot Provide Proof of Value

Are you looking for ways to increase sales productivity and lower customer acquisition costs? Does it appear that *FleetLeads* holds the promise of delivering these benefits to your company?

If so, we would appreciate the opportunity to learn a little bit more about how you currently manage your sales pipeline. At the same time, you would be able to ask questions about how these same tasks would be carried out using *FleetLeads*. An online demo is also provided so that you can see how easily these tasks are performed.

After the demo, if there appears to be a fit, you might consider moving forward with a pilot program with one of your sales units or channel partners. During a pilot, you will have the opportunity to use *FleetLeads* reports to monitor sales productivity and determine your actual cost per lead. This will provide the information you need for a side-by-side comparison with your current marketing programs.

Please call (800) 542-8455 and ask to speak to a *FleetLeads* consultant for more information.

About the *FleetLeads* Program

The origins of *FleetLeads* date back to 1996. A major oil company² was looking for a vendor to manage their B2B direct marketing program for fuel cards. Because management embraced the concept of neighborhood marketing, they wanted a solution that would enable their extensive network of wholesalers and dealers to follow-up on national marketing campaigns at the local level.

Oil Express, an industry trade publication, recently wrote about the success of this strategy, calling our client the undisputed king of the refiner credit card realm. Our client put it simply: It's all about building long-term relationships.

Havill & Company was founded in 1986 as a full service B2B market research and management consulting firm. It is an important distinction that *FleetLeads* is a marketing program that happens to incorporate computers, *not* a computer program that happens to incorporate marketing.

ENDNOTES

1. University of Maryland Robert H. Smith School of Business. (2006). *Customer Focused Information Systems and Auto Dealerships: A Study of IT Value*. College Park, MD. Jason Kuruzovich.
2. Company policy forbids disclosure. References available.

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