

# Manufacturer Creates Collaborative Selling Success With Distributors Using Zift Solutions Lead Distribution Platform

## CLIENT OVERVIEW

With more than 70 years in business, 100,000 products in their catalog, and dozens of locations around the globe, this multi-billion dollar manufacturer of electronics components needed help creating a more efficient lead distribution process and a collaborative sales effort with their distributors.

## THE CHALLENGES

Throughout the company's history, distributors have played a key role in sales with a significant portion of the company's revenue coming through the channel. The company wanted to empower their distributors with better leads, but struggled with inefficient lead distribution and data, resulting in a slow pipeline and lower revenues. They needed a more efficient way to share leads with their distributors, in addition to increased visibility into how those leads moved through the pipeline and if they resulted in a sale. Unfortunately, their outdated manual lead distribution process did not provide feedback on the quality of the lead, distribution was not automated, there was no visibility into those leads once they were sent to the distributor.

Distributors were also frustrated with the existing lead distribution process. Leads were received in an excel spreadsheet and manually entered into their own CRM or backend system. They received no details about how a lead had come in the door and/or how that lead had interacted with the manufacturer along the way. Calling on those leads often felt more like cold calling than following up with a qualified lead. They wanted an updated process from the manufacturer but worried it would be too complex.

The manufacturer initially looked at extending their existing IT investments (including their Eloqua Marketing Automation Platform and Siebel CRM systems) to create a more efficient lead distribution process, but quickly realized a new solution was needed.

## THE SOLUTION

Eloqua recommended that the manufacturer speak to one of their partners, Zift Solutions, about their lead distribution challenges. Zift explained that they could easily integrate with the manufacturer's current Eloqua Marketing Automation Platform (MAP) to deliver leads, enable complete channel pipeline visibility and drive more revenue.

After deploying Zift, the manufacturer established rules for the distribution of leads (specific to each individual distributor), and can now share valuable profile and historical data on each lead, including campaign details, email details, and information on how the lead has interacted with the manufacturer's website. The leads are processed through Zift's lead distribution engine and the manufacturer continues to nurture and cultivate marketing leads through their Eloqua MAP.

The true measure of success ultimately comes down to numbers. The system was implemented in less than thirty days and in just six months the manufacturer has seen a solid return on its Zift investment.

### **MEASUREABLE RESULTS**

- 49% increase in leads sent to sales
- 32% increase in sales qualified leads
- 33% increase in sales accepted leads
- 18% increase in won deals

Distributors appreciate the investment this manufacturer has made in improving their working relationship and have enjoyed a number of direct benefits. They now have flexibility in deciding how they want to receive those leads – via email, portal (accessible anytime from any device) or directly into their own CRM environments. They also have more control over sending reporting and analytics back to the manufacturer, giving everyone insight into lead acceptance and pipeline activity.

Zift has helped this manufacturer create a truly collaborative selling process with their distributors, allowing them to speed up the sales process by getting leads in the hands of the right people more quickly and reducing the time and effort it took to close a deal.

In addition to Zift's technology platform, the manufacturer benefited from Zift's expert support team, who provided a success framework to complement the technology. This included best-in-class practices and strategies to ensure a successful engagement for both the manufacturer and its distributors.

With help from Zift, both the manufacturer and distributor have visibility into the sales pipeline that they didn't have before. Now, they can see the progression of a lead through the pipeline, providing valuable information to manage the prospect relationship. They can also identify potential obstacles, and adjust their outreach and actions along the way to help drive future success.