



The ALEA Group
Full Spectrum Marketing

Pull World of ALEA Revolutionizes Sales Lead Management for Leading Technology Solutions Company

getconnected, a division of Discover Communications headquartered in Ontario, Canada, offers technology solutions that help streamline companies' business processes. These include wireless solutions that enable them to leverage mobile applications to increase employee productivity, simplify administration, and reduce operating costs.



Headquarters:

Ontario, Canada

Market Positioning:

getconnected offers technology solutions that help streamline companies' business processes.

In 2009, getconnected sought to expand its reach into the small-to-midsize business (SMB) market. However, Carl Watene, the company's Sales Manager, wanted to try a different approach. "In the past, we generally depended on our technology vendors to push leads out to us, but there was no system or incentive for our sales reps to report back to the vendor on lead status. In addition, it was almost impossible to track the leads back to their source, so there was little accountability or opportunity for fine-tuning. As a result, our sales teams would often resort to cold-calling, which can be terribly unproductive."

Pilot Program with ALEA

Carl had heard about the innovative Pull World of ALEA solution and decided to incorporate the approach into his own lead generation efforts as a pilot project. "We acquired a prospect list that matched the profile of our target audience, basically CEOs and other C-level managers in organizations with 25 – 100 employees. As part of the ALEA solution, they contacted those prospects using a combination of email and telemarketing." Prospects that met certain criteria were rated "likely to buy" and were posted daily as qualified leads to their secure website, where they could be previewed by our sales teams and followed up immediately.

Revolutionizing the Sales Lead Dynamic

Based on the simple, yet revolutionary idea that receiving sales leads is a privilege, not a right, the Pull World of ALEA is a web-based, CRM-agnostic platform that enables management and sales to easily control and monitor the follow-up and reporting process. Sales people can conveniently view and then accept or decline individual leads online, and must digitally 'sign' for the ones they accept. This gives management the ability to review lead quality and sales participation on a daily basis. We did not lose one single qualified lead out of this process.



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As part of the pilot project, the getconnected sales teams were scored based on how quickly they reviewed, accepted and rated the leads' quality and status. This enabled Carl to look at sales performance from a whole new perspective. And what were the results? “The Pull World of ALEA solution exceeded our expectations” states Carl. “Out of over 170 leads that were identified as warranting sales follow-up, only two were weak.”

Carl adds that the ALEA solution also provided another significant benefit. “Because we could track leads back to the source in almost real-time, it gave us the opportunity to fine-tune our targeting and messaging on the fly, making the program more effective as we went along.”

Unprecedented Prospect Detail Delights Sales Teams

getconnected's sales teams also responded enthusiastically to the Pull World of ALEA. “They liked the fact that they could control the process by directly accessing the ALEA leads portal and could also provide direct feedback on lead quality. For the first time, they were being listened to because they could rate the leads. But what they really loved was the incredible amount of prospect information that ALEA provided with each lead. They felt they were fully armed with everything they needed to know about the prospect before making contact.”

Carl adds that the people at ALEA are very responsive and great to work with. Will he continue the pilot? “Absolutely,” he adds. “The Pull World of ALEA is far superior to conventional lead ‘push’ models and will now be an integral part of our market expansion efforts going forward. It is by far the best tool a sales manager could have for accurately measuring results and really provides the best of both worlds: management gets the reporting it wants, and sales people get the control and initiative they want.”

Solving the CRM Conundrum

Louis Foong, founder of ALEA, feels that the Pull World of ALEA fills a void that conventional sales and lead management tools have overlooked. “I’ve been involved in lead funnel programs for almost 20 years and the problem is still the same: how to handle lead tracking and management in a simple, effective way that pleases both management and sales. A lot of people are expecting CRM tools to do this job, but they don’t include any incentive for sales people to participate and often just add complexity. The Pull World of ALEA adds the missing element and it overlays easily on top of any CRM or other sales management systems that organizations may already be using.”

For more information on the Pull World of ALEA:

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