



CLIENT STORY

Creating Professional Demand

CPB Breathes New Life Into System Professional



About System Professional

System Professional aims to match prospective client's needs with the most beneficial IT solutions and services. It helps companies resolve a wide range of business issues by delivering a tailored and cost-effective technology solution. A flexible and efficient IT infrastructure is imperative to organisations who are determined to succeed and System Professional can call upon premier technologies from Microsoft, VMware, HP, Nimble Storage, Symantec and Veeam to provide industry-leading solutions.

BACKGROUND

In common with every progressive business, new sales opportunities are vital to System Professional and it was during a demand creation exercise arranged by one of their vendors that they came across CPB.

System Professional had used a number of external business development agencies in the past and was looking for a new partner to support his requirement for new sales opportunities. CPB's pedigree and credibility won them the contract.

THE QUOTE

"The results have been excellent and the CPB Campaign Management Team has always set up the various campaigns quickly and efficiently.

The daily reporting and client portal provides a great overview of the campaign activity and I have no hesitation in continuing working with them in the future"

OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure

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THE CHALLENGE

System Professional required a large data list and focused telemarketing campaign delivered by expert agents with a high level of technical understanding and knowledge. Working with CPB, System Professional discovered a highly motivated team with exactly the right expertise required for the campaign.

Target data came from CPB's database and System Professional found that the way in which the data can be very specifically segmented by geography, industry sector and company size has also enhanced results.

THE OUTCOME

Leads generated by CPB soon resulted in well-qualified client meetings and pipeline opportunities were quickly established. As a consequence of this initial success System Professional placed further trust in CPB, booking additional successful campaigns.

A large number of sales leads were generated across the campaigns, from which System Professional secured a significant number of valuable new business orders.

THE SOLUTION

TechKnow.Online and TechKnow.Buzz ran a variety of stories relevant to networking and mobility.

All click throughs on these stories were followed up by CPB's team of worker bees (aka telemarketing agents) with a view to unearthing additional leads for Arrow ECS. Leads were then passed to Arrow for nurturing and additional follow up through their partner channel.

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