



**Business
Navigation
Systems**

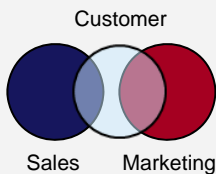
Charting the Course to Profitable Growth

A global training services provider uses Business Navigation Systems' Affinity Research Technique (ART) to significantly increase its number of viable leads, while reducing average cost per lead

Success Story: Sales Productivity



The rate of new sales leads had slowed



Field sales and corporate marketing weren't focusing on the same customer needs



New Creative Concept

BNS gathered, and aligned, the voice of sales, marketing and operations with the needs of the customer



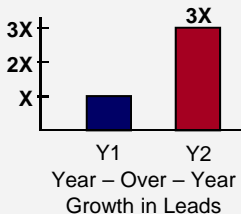
New Copy

Findings were used to establish a relevant creative direction and to initiate copywriting.



Interactive Mini DVD

Interactive media resolved sales barriers



Client: Global training services firm

Challenge: Develop a direct marketing campaign resolving sales productivity barriers

Solution: Business Navigation Systems' Affinity Research Technique (ART) and in-house creative development

Result: An innovative, interactive media campaign producing 300% increase in viable sales leads

Focused, constructive, qualitative research illuminates important sales productivity drivers

Situation: A leading provider of corporate and instructor-led training services faced a declining rate of new leads for its custom courseware development services.

Contributing Factors: Field sales and marketing weren't focused on the same customer needs, causing sales to reactively 'pull together' relevant content while engaging prospects. This slowed response time, limiting the number of viable prospects field sales could reasonably manage. It also produced an expensive work-around as sales enlisted highly-paid operational staff to improve conversion rates; a practice that considerably raised the cost to convert a lead.

Approach: A short-term, highly-focused qualitative research initiative. BNS conducted a series of one-hour conversations with people from operations, sales, marketing, and 'representative' customers. Findings were grouped into logical 'themes', and systematically evaluated for latent, or underlying causes through the BNS Affinity Research Technique.

Result: Research findings were used to define a new communications approach - including a bold creative direction addressing the concerns expressed by customers. Relevant decision factors were addressed in copy, and via an interactive DVD-ROM and demonstration website.

The new approach was well-received by customers and field sales alike. Clients were delighted with the interactive nature of the web-enabled DVD-ROM. Sales enjoyed increased productivity because clients using the demo site registered with a temporary admission key. This registration detail was automatically parsed and emailed to a sales representative who was alerted about a viable prospect.

Within 90 days the new promotional materials were generating 3 times as many viable prospects as the old method. Field sales costly reliance on operational staff was virtually eliminated.

For more information

Telephone
585-678-1267

Email
info@biznavigation.com

Web
www.biznavigation.com