



Teneo Case Study

Infrastructure optimisation and security specialist (VAR)



Results



Ten qualified appointments arranged per month with senior decision-makers and key stakeholders



ROI OF 35%

Sales have increased with an impressive ROI of 35%



Infrastructure optimisation and security specialist (VAR)



www.teneo.net



UK (HQ), Australia, US, Czech Republic and France



BACKGROUND

Teneo is a specialist integrator of next-generation technology, offering global organisations the strongest mix of optimisation solutions for networks, security, storage and applications. They design their solutions by understanding through consultancy and delivering through managed services.

Teneo are catalysts, speeding up change and accelerating growth. They are specialists who bring expert technical knowledge and solid commercial understanding. This helps their customers to think differently, opening their minds to new possibilities. The Teneo team is made up of over 80 staff across three continents servicing 1500+ customers worldwide, ranging from SMEs to the Global 2000.



THE CHALLENGE

Teneo has an internal telemarketing team who have historically account managed existing customers, as well as sourcing new business. Two years ago, they found themselves in a challenging yet enviable position, where the growing number of existing customers was stretching their resources.

They needed some assistance to boost the sales pipeline and target more prospects for networks-based solutions, so they decided to split the business into account-managed customers and prospects/business development.



QUOTE

"ProspectAware are doing a great job, making very intelligent use of the leads. They are excellent communicators and give proactive feedback, so there is very little touch point required. There is good collaboration and camaraderie between ProspectAware and the Teneo sales team, with both sides fully bought in to the telemarketing effort."

Lauren Fortune, Marketing Director, Teneo

A holistic approach to qualified leads

THE BRIEF

Teneo approached ProspectAware with the objective of attaining qualified leads and prospect appointments for the Teneo new sales team.

Teneo took a holistic approach, spending several hours discussing the telemarketing brief in detail. They defined Teneo's USPs – their comprehensive storage solution – and discussed on how best to angle questions, to effectively position Teneo prior to the meetings. Teneo made sure that their internal sales team was not duplicating ProspectAware's effort, but they also needed to build up their own sales pipeline to boost leads. Teneo's business strategy is principally solution-led but they still have targets to meet with their vendor partners which are measured by specific products lines. Teneo have the highest levels of accreditation with most of their partners and it is important to maintain these.

THE SOLUTION

The campaigns were executed in manageable chunks, usually ten appointments at a time, and the new business team at Teneo are hungry for the leads.

Teneo gives ProspectAware the company names they want to reach, then ProspectAware use their own database to reach these prospective customers. It is a sophisticated CRM system and, with ProspectAware sourcing and contacting their own customers, Teneo does not have the worry of data protection issues.



10
qualified appointments
per month



ROI OF 35%
Sales have increased with an impressive ROI of 35%



Results



Ten qualified appointments arranged per month with senior decision-makers and key stakeholders



Sophisticated CRM



No data protection worries



Focused prospects. Qualified meetings. Stronger pipeline.

Excellent results. Measurable return.

**£15K**INITIAL
INVESTMENT**£42K**

GROSS PROFIT

**ROI 35%****5**NEW
CUSTOMERS

EXCELLENT RESULTS

ProspectAware have now been involved with Teneo on four telemarketing campaigns. They provide the sales team with a detailed meeting report prior to any meeting and they also give Teneo comprehensive, weekly up-dates on the status of all the leads.

They are also very good at rescheduling immediately if an appointment is cancelled, and are diligent and proactive in replacing leads, if necessary. They also take the time to find out what happened after the appointment has taken place.

Teneo initially invested about £15K and the gross profit directly from ProspectAware's sales leads after the meetings is £42K, meaning an incredible 35% return on investment and five new customers!

Post-campaign, many of these new customers have gone on to spend more with Teneo, investing in diverse products and solutions.



WHY PROSPECTAWARE



Detailed meeting reports



Weekly campaign updates



Proactive rescheduling



Post-meeting follow-up



FUTURE PLANS

Teneo will continue to use ProspectAware on a practical level, as they have an excellent ability to position them with major accounts. Teneo's sweet spot is FTSE 250 companies and below, so they use ProspectAware to help connect with the bigger players.

ProspectAware are very interested in updates on Teneo's sales pipeline and, most importantly, they are trustworthy. It is good to know that they just 'get on with it' and Teneo knows that they can leave them to come up with the goods.

**Detailed reporting. Proactive delivery. Measurable return.**

Aligned teams. Lasting partnership.



GOALS & OBJECTIVES



To generate high-level prospect appointments for the Teneo sales team, allowing Teneo's Account Managers to focus on existing customers



To increase Teneo's customer base and ultimately company turnover



SOLUTION



To convert ten prospects per campaign into qualified leads and appointments



To focus primarily on Teneo's network storage solutions



RESULTS



10

QUALIFIED
APPOINTMENTS
PER MONTH



ROI 35%



AMAR BHATIA

MD, PROSPECTAWARE

"It is always refreshing to work with a client whose Marketing and Sales teams have the same bigger objective: to make more money. The team at Teneo really bought into our service from the start and gave us all the guidance and assistance we needed to hit the ground running. The setup, delivery and feedback loop went smoothly, resulting in a successful pilot campaign and the basis of the current relationship between both companies."



Shared objectives. Qualified leads. Long-term growth.