

COMBINING LEAD
GENERATION WITH
PERSONAL BUSINESS
MEETINGS FOR
ESTABLISHING EFFICIENT
PARTNERSHIPS – CASE
STUDY ON A CUSTOM
SOFTWARE DEVELOPMENT
COMPANY



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THE CLIENT:

SmartTech 2000 is a software development company with expertise in PHP, Open Source and mobile development technologies. The company offers services such as application development, database design and implementation, Intranet and Extranet solutions, as well as web programming. The business partners outsourcing to SmartTech 2000 are mostly IT companies from US and Europe, while its end-users are companies from a wide range of industries (from financial to the public sector, manufacturing, IT and corporate clients).

THE CHALLENGES:

- Identifying new business opportunities in Western Europe and establishing new partnerships.
- Finding business partners who work with the Lotus Notes/Domino technology or have final clients requesting products and services based on it. Although less frequently used compared to other similar applications (such as .net), this type of application is appreciated for its high performance and level of customization. Nevertheless, the market in Western Europe is reluctant to adopt it, due to its higher costs. Thus, the challenge was identifying partnerships in a rather scarce market.

THE OBJECTIVES:

- Research for identifying the best opportunities for meeting and discussing with potential clients.
- Generating an agreed number of leads/month.
- Setting a number of leads/event participation.

THE SOLUTIONS:

- // Generating event-based leads. NNC Services proposed a more personal and dynamic way of approaching the best potential clients by establishing meetings face-to-face rather than by telephone. The opportunities are built by having the CEO of SmartTech 2000 participate in international conferences on relevant topics and establish meetings with top expert companies. NNC Services set up 7 such meetings during CeBit and 10 during the Mobile World Congress in Barcelona (February-March 2011). This type of generating leads is ongoing.
- // Generating monthly leads, followed by personal meetings rather than long-distance, virtual ones. This is the preferred approach for discussions with potential clients, as it is more effective.



THE RESULTS:

- 2 major clients on a long-term collaboration, following NNC's lead generation.
- A number of leads still undergoing discussions regarding a possible collaboration.
- Exceeding the number of leads generated at event participation.
- Extending the geographical area of partnerships to Belgium, Switzerland and Germany.