

GENERATING QUALITY LEADS
ON THE GERMAN MARKET
FOR A TOP SAP PROVIDER



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THE CLIENT

Sphinx IT is a business unit of LASTING Group, a leading Romania-based company active in the national & international IT market for over 20 years. LASTING Group is a top player and a reference brand in Romania's competitive technology landscape. Sphinx IT is a SAP partner, providing their clients with SAP-powered solutions that fully optimize their business processes.

THE OBJECTIVES

- Generate highly qualified leads on the German market for their SAP services
- Set-up **face to face meetings** for Sphinx IT sales representatives

TARGET AUDIENCE

Geographical market: Germany

Target audience: C-level and decision makers in the financial, logistics, production and IT departments

Target industries: Automotive, Manufacturing, and Wholesale

Strategic approach: companies already using SAP solutions and other German SAP partners

SOLUTION

NNC Services direct marketing solutions were meant to support Sphinx IT in achieving the lead generation objectives and **set up face to face meetings with prospects in Germany**. NNC Services ensured the successful execution of this objective, implementing the following strategic direct marketing tactics:

- Put in place an **in-depth market research campaign**, looking for specific business information about each company and decision maker, each strictly selected according to the profiles agreed with Sphinx;
- Built a **comprehensive database with over 380 decision makers** of German companies activating on the automotive, manufacturing and distribution industries and over **250 decision makers of SAP partner companies**;
- Built and implemented **three-steps direct outreach campaigns**, personalized to each vertical market and approached company – initial email approach, follow-up email campaigns & introduction business phone call request.
- Phone follow-up campaign to gather feedback from prospects on the business proposal and to set up introductory meetings for Sphinx IT sales representatives over phone/Skype or face to face meetings in Germany.

RESULTS

1. Sphinx IT met and established further business collaboration with one of the **top German manufacturers of high-end domestic appliances**, with an **international manufacturer of plumbing and HVAC solutions**, headquartered in Germany, and with sixteen SAP local partners.
2. Sphinx IT have open discussions with over **four manufacturers and eight SAP German partners** with which they expect to close deals for specific projects over the next year.
3. In three months of activity, NNC Services' strategy and tactics generated for Sphinx IT:
 - **Four face-to-face meetings** in Germany to discuss about specific stages of their business collaboration
 - **18 introductory phone/Skype meetings** with decision makers to discuss in-depth about Sphinx IT's proposal
 - **12 open business opportunities** with companies and decision makers interested in Sphinx IT's services but not ready to meet the sales representatives and close the deal right away. Sphinx IT maintains a close contact with them for future meetings and collaboration.
4. NNC Services direct marketing email campaigns had **an average open rate of 29,29%** and an average **click rate of 4,34%**
5. Sphinx IT owns today a highly qualified prospect database of over **630 contacts**, with the latest and **most accurate business information** about more **than 350 German companies**. A comprehensive database that they can use for further lead nurturing.

ABOUT NNC SERVICES

[NNC Services](#) offers marketing consulting services dedicated to B2B IT and services companies since 2006. We integrate marketing solutions to guarantee measurable results at sales and communication levels.

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