

Unlocking New Sales Opportunities with Cisco Co-Marketing Resources

Partnering with Cisco has enabled solution provider BCS to boost sales and expand lead potential.

EXECUTIVE SUMMARY
BUSINESS COMMUNICATIONS SOLUTIONS <ul style="list-style-type: none">Number of Employees: 20
CHALLENGE <ul style="list-style-type: none">Limited marketing resourcesNeed for more strategic marketing approach
SOLUTION <ul style="list-style-type: none">Cisco Small Business Marketing resources
RESULTS <ul style="list-style-type: none">Sales up 172 percentIncreased lead generationBetter insight into customers through tracking system

Challenge

Business Communications Solutions (BCS) prides itself on being a single source for complete, end-to-end technology offerings for a wide range of customers. The company offers solutions encompassing every aspect of voice and data communications, including IT services, server room design and installation, hosted solutions, and Internet and telephone services.

“Our goal is to be a comprehensive solution provider, rather than simply a hardware vendor,” says Reza Khorramian, president of BCS. “We focus on providing our customers with the information they need to choose the technology solution that best aligns with their business.”

With a staff of 20 and limited marketing resources, BCS needed a smart approach to overcome challenges in a highly competitive environment.

“People have many roles at small businesses, so getting in touch with the right person can be a difficult for solution providers like us,” says Khorramian. “After you have located the decision maker, you have to be sure that you are conveying a compelling message.”

To unlock the potential of the fast-growing small and medium-sized business market, BCS was seeking a partner that could provide the technology and solutions that its customers needed, backed by marketing resources that could complement its own initiatives.

Solution

When Cisco introduced its Unified Communications 500 Series for Small Business, BCS took advantage of the opportunity to offer customers an attractive, all-in-one communications platform.

“Our customers increasingly demanded a complete IP telephony solution,” says Khorramian. “The Cisco solution is designed specifically for small businesses, the price is right, and it was easy for us to get certified and sell it.”

Partnering with Cisco not only gave BCS the solutions that it needed, but provided access to a broad range of Cisco® Small Business Marketing resources, including marketing and demand generation tools, detailed solution blueprints, and incentives and promotions.

“Getting started co-marketing with Cisco was easy,” says Khorramian. “We had help from Cisco funding Lunch and Learn events, and they also provided some co-op dollars for marketing initiatives. We asked for help with leads, and they were able to provide a list of 2500 people, including decision makers.”

Even more importantly, Cisco representatives worked closely with BCS to empower the company to expand its marketing activities and launch new initiatives.

“In the past, if we wanted to market a new service, we would place an ad in a magazine and respond to calls as they came in,” says Khorramian. “Now, our Cisco representative works closely with us to utilize best practices and

develop a comprehensive marketing plan, with internal and external marketing tools. We are placing ads in multiple publications, all supported by web landing pages. Everything is tied together, and the web content comes up live at the same time as our marketing pieces are published.”

“With help from our Cisco representatives, we developed a complete voice marketing campaign and sold 18 new phone systems in one month. 2010 has been our best year ever. Our sales went up 172 percent, and we attribute much of our success to our Cisco relationship.”

– Reza Khorramian, President, Business Communications Solutions

Results

Cisco Small Business Marketing has enabled BCS to improve every aspect of its marketing efforts, from lead generation to developing and closing proposals. Employing a more strategic approach to marketing lets BCS become more innovative, market to a broader audience, and create new sales opportunities.

“Cisco gave us the ability to have a plan and attack the market from different directions, using different tools,” says Khorramian. “We are generating leads through the web, mailers, and email campaigns. Our marketing response has gotten much better, and we are receiving two or three quality leads a day now.”

Co-marketing with Cisco has also helped BCS to close deals more effectively.

“With help from our Cisco representatives, we developed a complete voice marketing campaign and sold 18 new phone systems in one month,” says Khorramian. “2010 has been our best year ever. Our sales went up 172 percent, and we attribute much of our success to our Cisco relationship.”

The new planned campaign also gives BCS better insight into its customers, and greater understanding of how effective its marketing initiatives are.

“We track everything on our web site, and we know where all our leads are coming from,” says Khorramian. “We can see a web visitor in real time, know which advertisement they are responding to, and know what pages they are looking at.”

To continually improve its sales and marketing efforts, BCS collaborates closely with its Cisco representatives to refine its planning and campaigns.

KEY MARKETING RESOURCES

- [Cisco Small Business Marketing](#)
- [Cisco Partner Marketing Central](#)
- [Cisco WebCollage Content Syndication](#)

“Our Cisco representatives are always involved in working with us to evaluate results and metrics,” says Khorramian. “Sometimes they will even listen in on sales calls. We are constantly reviewing what works and what doesn’t. I never thought such a close relationship would be possible with a large company like Cisco.”

The marketing support from Cisco has enabled BCS to make the most of its small staff, and focus on developing innovative solutions and services that will best meet customer needs.

“Working with Cisco provides BCS with more creative ideas and marketing expertise,” says Khorramian. “Now we have a resource we can turn to who can do marketing for us. Our two organizations complement one another. I don’t have to be as hands-on, so I can concentrate on running the business.”

For More Information

To learn more about how you can enhance your opportunities and build revenue with Cisco tools and resources, visit www.cisco.com/web/partners/sell/smb/marketing.html#~tab=3.