



## Valogix Partner: Coastal Range Systems

### Leveraging the Valogix Sales Club to Close Two Sales in 30 Days

Coastal Range Systems (CRS), a veteran SAP Business One and Valogix partner, was eager to take part in the Valogix Sales Club program when it was introduced to partners in fall 2009. By participating in the program, CRS was able to conduct a joint marketing program fully funded by Valogix. Valogix's "marketing in a box" ensures a quick kick off with ready made templates, marketing collateral and landing pages.

In the campaign, CRS targeted two groups—current clients and prospects. For the current clients, they emailed an invitation to Valogix's webinar series, hosted by Bill Connors, Valogix Channel Manager for SAP Partners. To prospects, they mailed a post card invitation. A telemarketer was used for follow up.

*"Because all of the resources had already been developed, we were able to kick off our campaign very soon after signing on,"* notes Joanna Rossi, Solution Advisor with CRS. *"We worked with the Valogix marketing team to access the proper collateral pieces and load the landing page. After that, the campaign practically ran itself."*

Two of Coastal Range's existing customers joined the webinar and within weeks, decided to purchase VALOGIX® Inventory Planner. Despite a very difficult selling environment, they purchased Valogix and paid for their Valogix implementation in less than 30 days.

*"Working with Valogix through the Sales Club was so simple. The campaign was up and running within days and we were able to capitalize on our clients' interest immediately."*

*"Our channel manager was very responsive and his support was key to closing two sales in such a short period."*

Jane Gallagher  
Coastal Range Systems

*"Key to closing these sales was the custom demonstration with Bill,"* remarked Robert Hollinger, Account Executive at CRS. *"The customer saw their own data in the demonstration and immediately recognized the kinds of benefits they would receive from day one. The custom Valogix demonstration is a powerful tool that really drove home the value of Valogix."* Because of Valogix's simple installation and setup process, both customers are expected to be up and running in a very short time frame.

#### **Benefits to Coastal Range Systems**

- The Sales Club offered no-cost benefits and a self-running campaign
- Custom demonstration by Valogix's channel manager enabled quick and efficient close
- Additional sales and services revenue

#### **Benefits to Customer**

- Custom demonstrations enabled full view of cost savings
- Quick setup ensures immediate benefits
- Smarter, leaner inventory processes for years to come