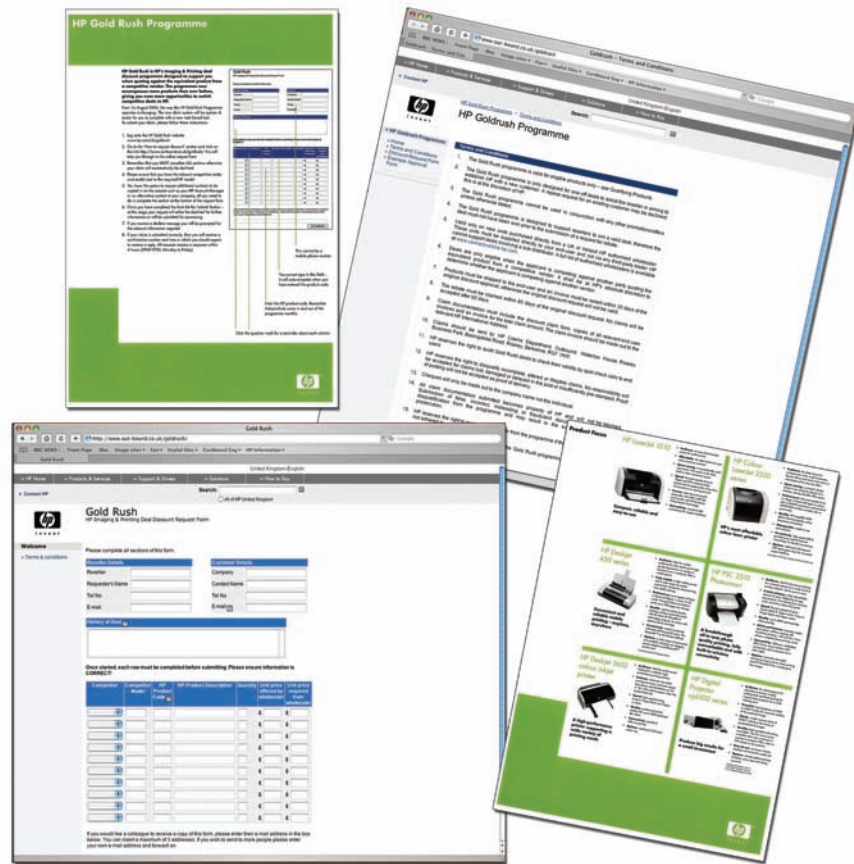


## Need a quick, measurable sales boost?

How Outbound's fast-turnaround Gold Rush campaign used channel intelligence to boost printer sales



When deadlines are tight and immediate action is needed for a quick sales boost you need a campaign strategy that is easily implemented and delivers rapid results.

Hewlett Packard (HP) needed a three-month channel programme to generate incremental printer sales through the UK reseller channel. The additional challenge was that in order for the campaign to secure internal funding, a strategy had to be submitted within 24 hours. The promotion would also have to be implemented in the shortest possible timescale.

HP chose Outbound for its unrivalled channel knowledge and its experience in devising creative and effective campaigns with measurable results. HP trusted Outbound's understanding of the channel and market to develop a programme that was easy to use for its resellers.

Outbound responded with Gold Rush, a programme so successful that although only planned to run for three months, it has now been running for over four years.

### The problem

HP needed to boost printer sales in a flat market to meet end of year targets - not in itself an unusual challenge. What made the situation difficult were the short timescales involved, both for coming up with a strategy and turning the campaign around in time to make the extra sales count.

### Additional information

The Outbound administration team processes seven figure sums for clients each year on cash back, rebate and incentive programmes, ranging from very small or short-term tactical campaigns to large and long-term strategic programmes.

### The solution

Outbound developed from scratch a programme to impact on the behaviour of the channel and its customers within a short timescale to increase sales. The campaign was devised to be easy to implement and easy for resellers to use on deals of any size (one unit or more). Outbound's considerable administrative resource meant that its campaign was able to deliver discounts on all deals, however small, meaning increased sales for resellers and added revenue for HP.

Outbound's plan was submitted within HP's internal funding deadline, and Gold Rush was launched to 5,000 UK resellers just two weeks after client approval.

The programme allowed partners in a competitive tender situation against a non-HP product, to request additional discount support. Outbound was able to offer HP a model cost-effective enough for them to offer discount on deals of just one unit.

The reseller would submit a simple request form with details of the deal, which would then be processed by Outbound, who approved or declined levels of discount using set criteria. Outbound also spot-checked the reseller's information to ensure legitimacy of the claim and protect HP's investment. Once approved, resellers could use the additional discount to win the deal. The rebate was then paid directly to the reseller on submission of a customer invoice.

Outbound was responsible for:

- All communications with resellers
- Processing and approving (or declining) all requests
- Advising resellers on the added value of HP products against competitors' where price alone was not the issue
- Reporting back to the client including data on not only discounts and deal values but also the competitive product makes and models and pricing that different HP products were being pitched against
- Recommending future changes and improvements to the programme

### The outcome

Outbound delivered an effective, easy-to-implement campaign to tight deadlines and on budget. The programme was well used by partners and supported deals generating significant revenues; so much so that it was retained as a permanent programme by HP. The initial trial was deemed so successful that HP extended the original three month programme, which Outbound has now been running for over four years.

Outbound's involvement goes beyond simply providing a claims processing service. Its staff work pro-actively with HP, continually reviewing the programme to make sure it continues to meet the needs of an ever-changing market. Outbound also monitors competitor price moves and campaigns, advising on how best to combat competitive changes in the market.

### HP benefits:

- Four years of incremental printer sales
- Cost-effective discount support on even the smallest deals
- HP resellers winning incremental business
- No administrative burden on HP's internal team

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