

## Finding the right match

How Outbound helped Corel grow its partner base

“Outbound quickly implemented this business partner programme for us so that within 3 months we had totally updated our business partner database and our business partner intelligence so that we can implement more effective sales strategies with our business partners.

The programme exceeded our expectations in delivering the quality and quantity of business partner leads and the field visits were great, representing Corel very well.”

**Marketing Programs Manager EMEA, Corel**



# COREL™

All vendors look to identify more of the right calibre of reseller for their partner programmes. However, profiling new partners and gaining commercial commitment from them to drive and develop vendor sales is more and more difficult in a crowded market.

Corel Corporation provides easy-to-use personal productivity software that helps millions of users worldwide run their businesses and extend their creativity, at work and at home. As one of the top ten packaged software brands in the world, Corel offers a broad range of feature-rich software addressing four key market segments: PC graphics, office productivity, digital image editing and natural-media painting and illustration.

Corel enlisted Outbound's extensive channel knowledge, sales and marketing expertise to help grow their business partner base. Outbound developed a co-ordinated profiling and recruitment campaign which accomplished this aim, leading to new partner registration and the generation of new sales leads which far exceeded expectations.

### The problem

Corel wanted to identify new, compatible business partners that could be encouraged to register with the Corel Partner Programme and update its partner database of 2000 resellers. Corel wanted market intelligence on the sales strategies of its potential resellers, their prior experience of Corel products and an understanding of what competitive products were being sold and why.

The targets for Outbound were to devise a profiling and recruitment campaign leading to:

- A consolidated, accurate database with reseller profiling to enable Corel to deploy valuable, targeted reseller sales strategies.
- Delivery of 10-12 quality business partners for ongoing future account management, capable of returning a consistent level of revenue
- Promotion of Corel's reseller campaigns and incentives

## The solution

Outbound delivered a six-point solution comprising:

### 1. Database

Outbound updated and consolidated Corel's partner database, right down to contact names, numbers and email addresses.

### 2. The Proposition

A strong partner proposition was developed to appeal to potential resellers and show them the benefits of working with Corel, and giving details of the support, collateral, products and promotions available.

### 3. Telemarketing

Outbound's telemarketing campaign helped profile 1,000 records for the direct communications database and set up appointments for Outbound visits. It was also used to:

- Promote Corel's reseller product promotion
- Increase the number of resellers registered with the Partner Program
- Establish new market intelligence

### 4. Collateral

Outbound designed and created an electronic brochure in PDF format, informing partners of the Corel Business Partner value proposition as supporting literature for telemarketing activities.

### 5. Field visits

Outbound provided an experienced field sales representative for two months to complete the field visits to Corel Business Partners.

The aim of the visits was to increase awareness of the Corel brand, profile the partners in more detail and identify those most likely to be committed to the sales of Corel product. The representative met with more than 40 key resellers and delivered the following:

- Business development planning with senior reseller management
- Sales floor walks
- Partner pack information and additional collateral

### 6. Feedback and evaluation

Outbound provided weekly feedback to discuss current campaign progress, issues, and advised on further areas for development.

## The outcome

Outbound met or exceeded Corel's objectives, delivering the following:

- Fully updated database of around 1000 records
- Over 150 new partner registrations
- Over 50 additional sales leads generated
- Over 40 in-depth sales visits (122% target)
- Corel partner guide

Outbound's campaign benefited both Corel and their partners. Corel received competitive intelligence, giving them a stronger understanding of sales strategies of their partners and what their market competitors are doing, as well as strategic recommendations for future sales development and marketing communications activity. Resellers benefited from sales and technical insight about Corel products.

## Client Benefits

Fast access to short-term experienced resource  
New partners profiled and identified  
Better understanding of unattended resellers  
Improved product awareness amongst resellers

## Outbound Field Marketing Services