



## Case study: Decian's bottom line is directly impacted from executing an 8 appointment program with eCoast

Discover how one Cisco channel partner is using the eCoast [appointment setting](#) program to augment their sales efforts and close more net new UC opportunities.

By utilizing eCoast & Cisco's OIP program Decian created a competitive advantage to ultimately beat out the competition on a greenfield Unified Communications deal valued over \$200,000.

### eCoast Engagement Process

As a Cisco vendor for over 6 years, eCoast understands that Channel Partners are typically wearing multiple hats and aren't always marketing execution focused. eCoast has designed its' engagement process to be straightforward by providing the Partner with an eCoast Channel Marketing Program Manager, who then details out the campaign process and sets expectations.

"I use Cisco MAP to engage eCoast. The engagement process was simple. Having a primary point of contact is very easy. A good Statement of Work allows everyone to be on the same page with targets, geography and Cisco technology focus. "The more quality deals we have in our pipe, the more chances we will meet our sales goals. [We will continue to use eCoast and their appointment generation plays](#) because the results can be easily tracked and produce results."

Engaging a third party marketing vendor to execute successfully in many cases requires the partner to be actively engaged in the process. From the beginning Decian participated in every aspect of the campaign including planning, provided ongoing feedback on appointments and educated the vendor (eCoast) on their unique value proposition.

### Extending their Sales Team

Like many Partners, Decian uses eCoast to supplement their internal sales prospecting activities. The entire sales team is in the office two days a week making cold calls and there is an inside team conducting calls to their current clients, trying to upgrade and cross-sell. eCoast allows Decian's experienced sales people to be in front of more potential clients, closing business.

Kyle says "We would rather have the experienced sales people spending the majority of their time in front of potential clients building pipeline rather than beating the phones. For me, spending the money on the appointment program is well worth it. It can justify the investment even if I close any small amount of business. Even if it's a 10% chance to get the deal it's worthwhile".

With eCoast's program, Decian was able to receive face-to-face appointments with a profiled opportunity containing business intelligence about decision makers, business drivers, timeframe and funding situation. eCoast's calling agents are Cisco Sales Expert Certified (CSEs) giving them the ability to provide comprehensive overview of the prospect's current situation. The eCoast appointment

setting process includes sending an outlook meeting request to all three parties and providing a confirmation call prior to the meeting.

### Quality Guarantee

Participating in an outsourced demand generation campaign can cause Partners to become discouraged if they receive a “bad lead.” Decian provided immediate feedback to eCoast on “bad leads” and worked with eCoast to have them replace the “bad lead.”

“You [eCoast] definitely try hard and it’s a two way street. We [Decian] recognize that not every lead will turn into a \$200k deal, but we have seen excellent quality leads coming from eCoast, leaving it up to Decian to close deals”, says Kyle. *“eCoast has been more than fair with replacing leads where the prospect changes their mind and is not interested.”*

### Program Results, Deal Registration and ROI

In the current economy, getting ahead of the competition and closing business is more important than ever especially for companies with limited resources. Many channel partners might not perceive leads 12 to 18 months from potential closing as a positive. Decian’s perspective on these types of opportunities was “the glass is half-full” and viewed this as a positive. Having some opportunities that are very green, Decian decided to focus their efforts on building relationships, offering solutions and staying patient.

As Decian was able to identify potential deals early in the sales cycle, they were able to take advantage of Cisco’s deal registration program (OIP). *By utilizing the Cisco OIP program Decian created a competitive advantage to ultimately beat out the competition on a greenfield Unified Communications deal valued over \$200,000.* As Kyle Hair, Co-owner of Decian notes, “We were able to register a deal and utilize Cisco OIP channel pricing which allowed us to ultimately beat the competition and win the deal.”

By leveraging [eCoast appointment setting](#), Decian is able keep their experienced sales team in front of more new clients, building their pipeline and leading to more closed business.

To schedule an initial consultation with eCoast go to: <http://www.ecoastsales.com/about/contact.cfm>