User Story

Econocom: telemarketing has the most impact on sales

From way back, Econocom has been sales-oriented. Which influence does that have on the marketing strategy and the instruments that Econocom uses for this purpose?

We are talking with Jurgen Heyman, general director of Econocom Benelux for the business units ‘Managed Services’ (including maintenance, recruitment of technical personnel and consulting) and ‘Products & Solutions’ (such as the sale of hardware, software and system integration). We had already spoken earlier with Econocom about the importance of a good database. “That was before my time. I have been working here for just over one year.”

A great deal has changed since the last time we spoke with Econocom. Jurgen Heyman: “The Territory Management system that we talked about still exists. It enables us to delineate the sales territory of our independent sales personnel (agents) and approach prospects and clients in an organized manner. But now we have a new way of marketing. We used to focus on marketing for each business unit, and now the focus is on announcing the combination of our activities. We also want to be able to offer our clients an integrated total package.”

Jurgen Heyman acknowledges that the marketing activities are highly geared to the instruments that have a direct effect on the sales. “We have been a sales-oriented organisation from way back, which also determines the resources that we use. Therefore telemarketing is an excellent instrument with the most causal effect for sales.”
Econocom started telemarketing in the spring of 2005, conducted by Computer Profile. “Since then we have been working together on a regular basis. In so doing, we do not approach the market from a helicopter view. We apply ourselves to very specific offers and on identifying very specific projects.”