

User Story



Lumension Security succeeds with telemarketing

Many companies engage partners to sell their products, but how do they devise their sales strategies? In this case taken from real life, we'll take a closer look at Lumension Security. Read more about this case here.

This time, we spoke to Marc Oesch, a Sales Consultant at Lumension Security, who explained the company's sales strategy. "At Lumension, all the sales are conducted via resellers, allowing us to concentrate on lead generation for our partners. Our sales strategy is broken up into three parts. Firstly, we use telemarketing. Secondly, we provide our partners with sales support, things like training courses and presentation and we accompany them to important meetings. We also attend trade fairs regularly. We have our own booth at the larger trade fairs and at the smaller ones, we often share a booth with one of our resellers."

Lumension specialises in endpoint security solutions and accordingly the company has leading software which supports the security of equipment. For instance, Sanctuary Device Control enables you to control precisely who can use which peripheral devices such as printers, USB sticks and WLAN within a company and you can keep an accurate tally of all the files that leave and enter the company. Device Control also includes encryption of Removable Storage Devices. In addition, Sanctuary Application Control will ensure that a whitelist is drawn up of permissible software for user groups. Users will not be able to install or use a program that they are not allowed to. Finally, the company also includes Patchlink in its range; this application collects patches from various software solutions and rolls them out centrally at one go in a company's IT infrastructure.

Lumension markets these products through different resellers. "We're still looking for suitable partners in the Benelux. In our experience, building a network of partners works best if you can immediately offer them a lead. Consequently, we have set a lead generation campaign, together with Computer Profile. We segmented the market into companies that have over a thousand work places. A telesales campaign whets their appetite for our product and works towards a meeting - the ultimate goal. We keep a precise record of which contacts have been contacted and what was discussed in Computer Profile's CLM system, so we can see who is using the competition's security solutions, for instance. The great added value is that all records of the discussions are stored accurately while still allowing us insight into them. For instance, it could happen that a prospect does not initially want to make an appointment, but is interested in receiving some information. It is up to us to provide the information and to do a follow-up later on."

"Up till now, Computer Profile's telemarketing team have done 146 telephone interviews which have resulted in 27 meetings. There are fourteen companies we can approach immediately and 22 businesses we will contact again later on. Added together, that makes 63 interesting contacts that have been come out of our telesales campaign, that's 43.2 percent of the contacts we called.

"At the moment, we're very busy doing the follow-up to this first campaign in Belgium and Luxembourg. Our resellers are pleased with the leads that we have been able to pass on up till now. Because the campaign was so successful, we're planning to deploy another campaign in a few months and we'll be including the Dutch market."

