

hopperblue 

# Full-scale sales enablement campaigns in 4 steps

Building easy-to-execute custom sales campaigns with HopperBlue

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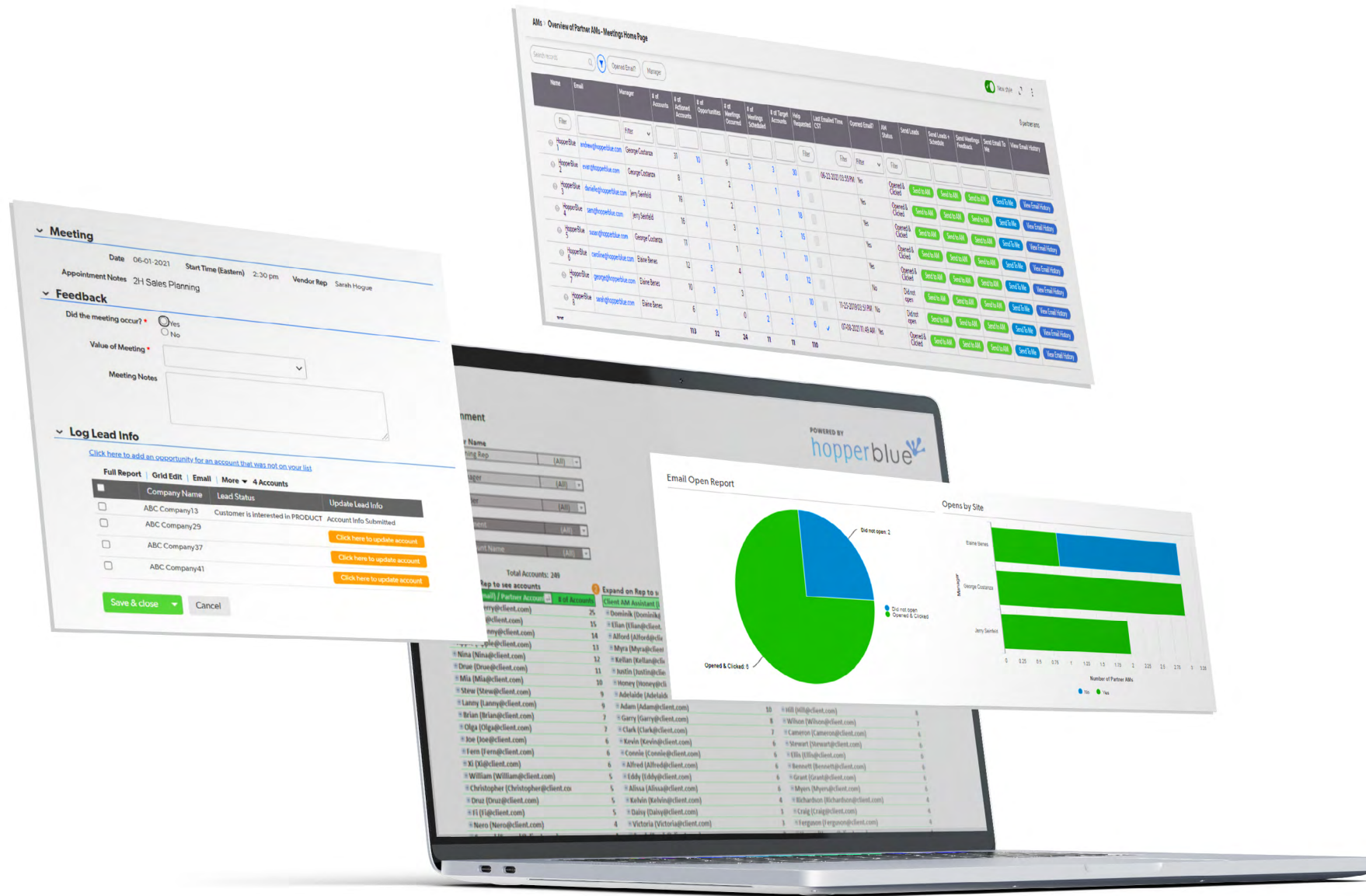
# Are you and your sales partners struggling to get on the same page?

When Manufacturers and their Channel Partners work together to drive sales, they can find new opportunities—and grow revenue—in ways that weren't possible alone.

The challenge, of course, is alignment. Getting sales teams to seamlessly work together across geographies and organizations is the key to a successful Partner-Vendor relationship, but an area where most struggle. One reason this is a challenge: concerns about share shift, and sharing data and target lists in a mutually agreed upon way.

With HopperBlue, you can strengthen collaboration across teams to run easy-to-execute sales campaigns. Our tools help Partners and Vendors work across boundaries to effectively target likely buyers and create sales opportunities—all possible virtually, through our digital and cloud-based platform.

Plus, HopperBlue sits in the middle of Partner and Vendor, so your data is protected and you're only sharing the accounts you're comfortable sharing, ensuring against share shift.



## Amplify your sales engagement with HopperBlue

- Find the right Partners to grow revenue, together
- Identify and target mutual customers with your Partners
- Execute campaigns at scale with platform and tools
- Track engagement and ROI in real time

[Request a demo today](#)




## Working with HopperBlue

HopperBlue offers a secure platform and infrastructure for custom Partner-Vendor sales enablement programs and campaigns that keeps sales teams engaged and accountable.

### We do

-  Provide the infrastructure, support, and expertise to deploy successful channel programs
-  Secure data and company information as a neutral third party with NDAs
-  Aggregate data and enable visualizations and reporting

### We don't

-  Interact with the end customer
-  Sell or provide target lists and contact information
-  Provide telemarketing leads or customer list

# More opportunities to engage



## Acquisition

Gain new customers



## Cross-sell

Promote complimentary products



## Refresh

Contact targets when nearing product end of support



## Whitespace

Introduce accounts to the category



## Product launch

Announce new software or services



## Sales alignment

Facilitate joint selling



## Training follow-up

Share actionable insights



## Campaign email extension

Highlight accounts not yet prospected



## Incentive announcements

Encourage sales teams and customers

# The path to effective sales campaigns

Our step-by-step approach can help you build custom, full-scale sales enablement campaigns—ones that keep sales teams engaged, promote accountability, and reach the right customers with the right opportunities.

01

Collaborative data mapping:

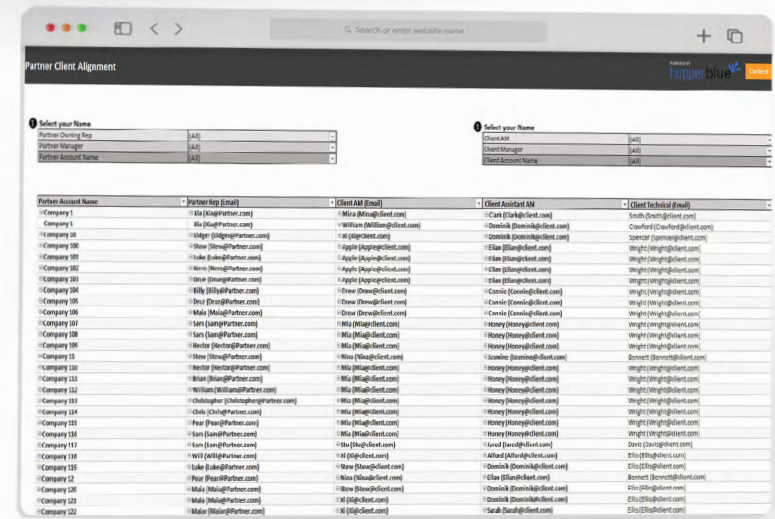
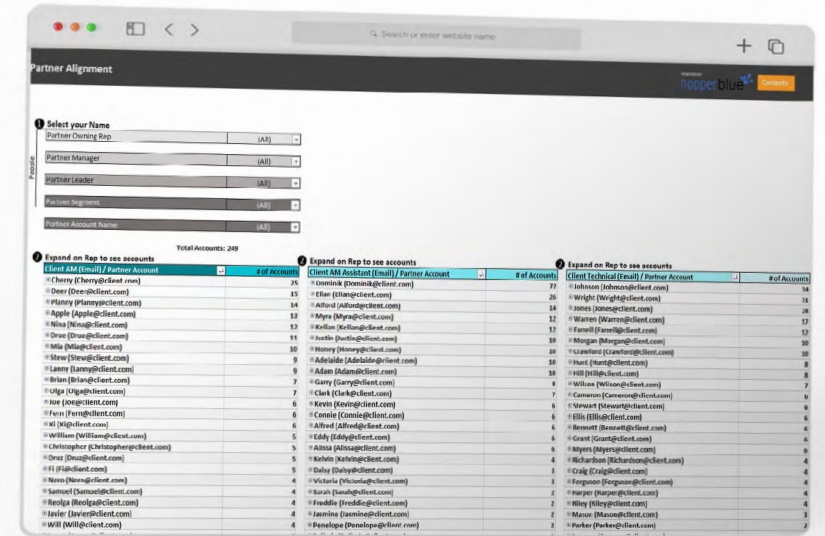
# Get aligned with your Partners

## Set the foundation

Data is where every successful campaign starts. HopperBlue pools together quality intelligence to ensure partners are working off the same data. We've matched over 228 million in records to date, and as a neutral third party with NDAs, you can be sure your data is secure and that share shift won't be an issue.

HopperBlue makes data alignment simple, so that you and your Channel Partners can operate more efficiently, make decisions more effectively, and stay accountable throughout campaigns. Here's how:

- Our custom Matching Process aligns your sales data, helping you find prime opportunities together with your Partners
- You can easily map thousands of records to your partner organizations, then quickly identify account coverage and sales opportunities
- Each data mapping project includes a custom Excel workbook for greater collaboration
- Data is the foundation for email campaigns, joint sales days, ROI dashboards, and more



Request a demo of data mapping





# 02

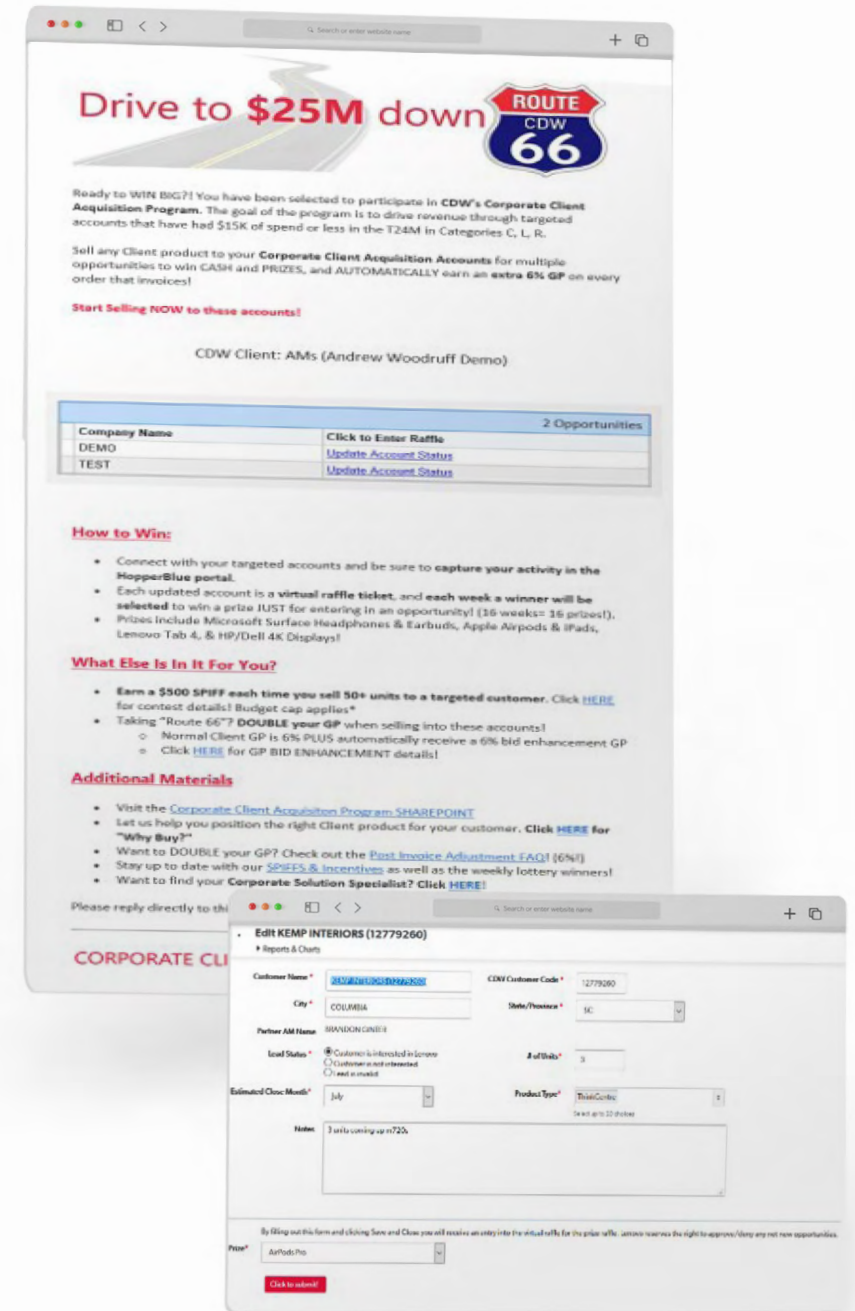
## Custom emails: Send targets at scale

### One to hundreds

Smaller support teams are responsible for covering hundreds or even thousands of sellers. HopperBlue gives these teams a centralized place to house and track information, making it possible to stay organized, ensure messaging is consistent, and give all their sellers the tools and attention they need.

With HopperBlue, custom email campaigns are easy to set up and take less time to bring to market. You can scale campaigns to touch thousands of Account Managers in minutes, all with personal lists and instructions customized to their sales targets. Get your sales team on the same page. Here's how:

- Send personalized emails to your team based on their target accounts
- Help sales teams collaborate more efficiently
- Capture immediate sales feedback
- Promote transparency and accountability
- View what actions have been taken, and what help is needed
- Track metrics in real time to improve sales campaigns on the fly



## Engagement, amplified

### Track...

- Open rates
- Average number of emails sent
- Clickthrough rates
- And much more

## Tips for creating strong campaigns

These best practices can help you build email campaigns that engage Partners, encourage sales, and create the most value for your business.

### 1 Define your campaign benefits and ask.

Ask yourself these questions to define how the email campaign will benefit stakeholders.

### 2 Schedule for success

See the optimal days and times for ensuring your emails are opened and acted upon.

# 03

## Huddle:

# Seamlessly schedule calendar meetings

### Right from Outlook

For campaigns of all sizes:

**100-1000+**

Number of meetings scheduled

**100-500+**

Number of sales participants

**400-10K+**

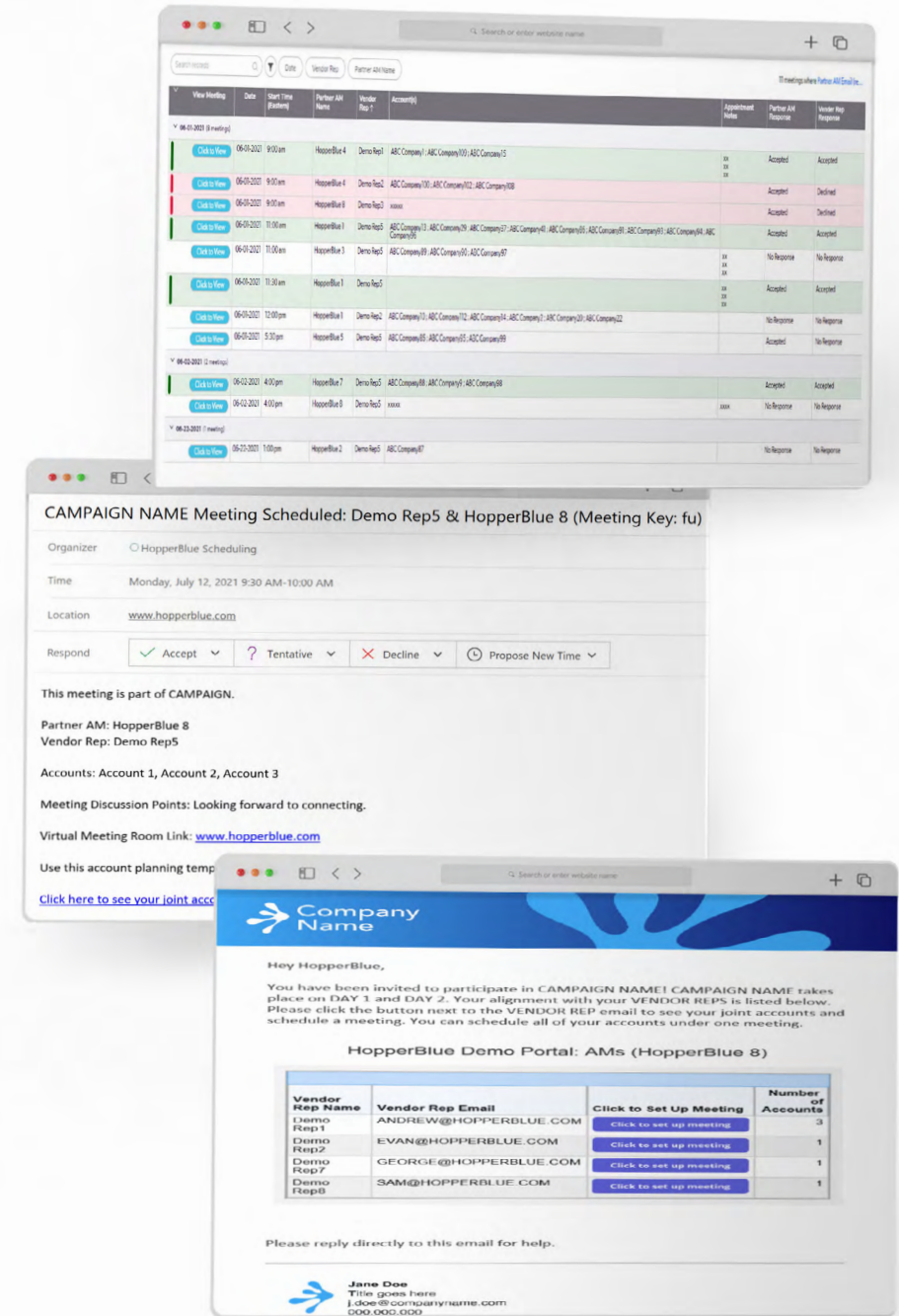
Number of target accounts

**90%** of scheduled meetings occur

Email is a core part of the equation for sales alignment. Another part is meetings.

HopperBlue's Huddle solution integrates meeting scheduling right into sellers' calendaring tools and is perfect for sales-to-sales planning and alignment days.

- Coordinate and organize hundreds of sales representatives
- View all meeting information in one place
- Set and directly send meeting agendas that include account information
- Schedule in-person meetings with room blocks, or virtual meetings across multiple platforms



# How to use Huddle



## 1:1 or 1:Many scheduling for Account Managers

Schedule with counterparts or support teams



## Office hours for support teams

Schedule blocks for customer calls or training sessions



## Product training or launch follow-up

Send next steps and leave-behind materials immediately after sessions



## Field alignment days

Boost Partner-Vendor relationships face to face and at scale



## Account planning sessions

Prioritize and strategize for your sales campaigns

[Request a demo of Huddle](#)

# 04

## Custom sales portals:

# Measure your results

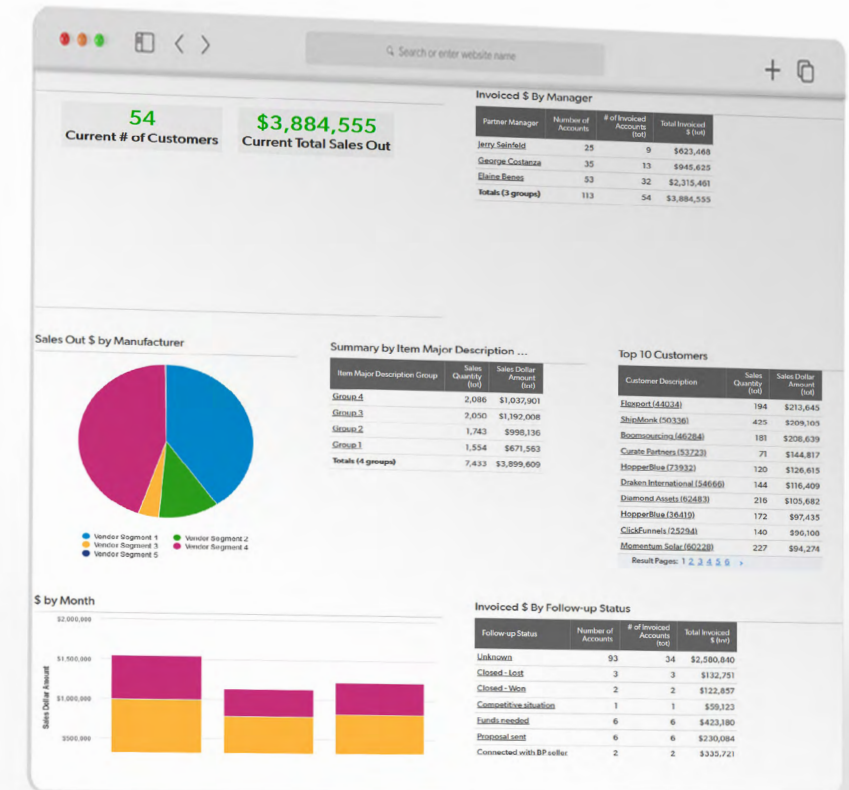
### Engagement, amplified

- Instant results and metrics updated in real time
- Track your KPIs including open rates, leads, opportunities, and meetings
- Provide actual sales out and open quotes data to track true ROI (when provided to HopperBlue)

How much engagement are you getting from your sales campaigns? Campaign portals offer robust tracking that puts program managers in control of the campaign. Our portals are “always on” and customizable to your needs.

Get metrics, analyze results, and create reports for:

- Account alignment
- Sales team email sends
- ROI
- Spiff Tracking
- Outlook meeting scheduling
- Leads and opportunity creation



[Request a demo of sales portals](#)







## Ready to launch your next sales campaign?

Our team at HopperBlue is here to help. Get in touch with our team today to learn more about our 4-step approach and see a demo of our offerings.

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