

Martrain Projects 2006/2007



This document is designed to demonstrate the range of Martrain's work.

Martrain engages with potential accounts so well because every project we do is bespoke. We take the time to really understand each client's products, their value proposition and their market place. We then use the experience and skill we have built up in over a decade to apply that understanding. This is what gets us traction in the target accounts – **traction that leads to opportunities, that leads to revenue.**

To find out how Martrain's flexible approach to Sales Intelligence could drive your sales call 0117 923 9200.

| Campaign | Sector | No. Target Accounts | No of leads | % |
|--|---|---------------------|-------------|-----|
| Profiling for ERP Vendor | Medium Sized Enterprises <£700m | 120 | 38 | 32% |
| Arrange Director level meetings in new and existing target accounts for a BI Software Vendor | Defence/Aerospace | 6 | 17 meetings | n/a |
| Build detailed IT Landscape and identify opportunities for ERP Vendor | Healthcare | 80 | 12 | 15% |
| Lead Generation and tracking for leading CRM software supplier | Retail Finance/Gaming/Telco | 81 | 24 | 30% |
| Promote add on solution from software partner into ERP vendor's existing client base | Manufacturing/ Public Sector/ Retail | 88 | 29 | 33% |
| Profile target accounts and identify specific opportunities for ERP provider | Local Government | 130 | 50 | 38% |
| Profile target accounts supported by tailored direct mail - ERP supplier | Insurance | 44 | 7 | 16% |
| Integrated telephone and direct mail campaign focused on CRM for leading ERP Vendor | Local Government | 41 | 10 | 25% |
| Sales and market research on UK Police Forces for ERP provider | Police Service | 49 | 6 | 12% |
| Sales research on new and existing accounts for leading software vendor | Utilities | 21 | 12 | 57% |

"Some campaigns are not about reaching more people; they are about Reaching the right people, with the right message, in the right way. Smart engagement maximizes revenue. Using Martrain provides the sales managers with concrete opportunities."

Programme Manager – Manufacturing & Finance, SAP



Award Winning IT Sales & Marketing
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