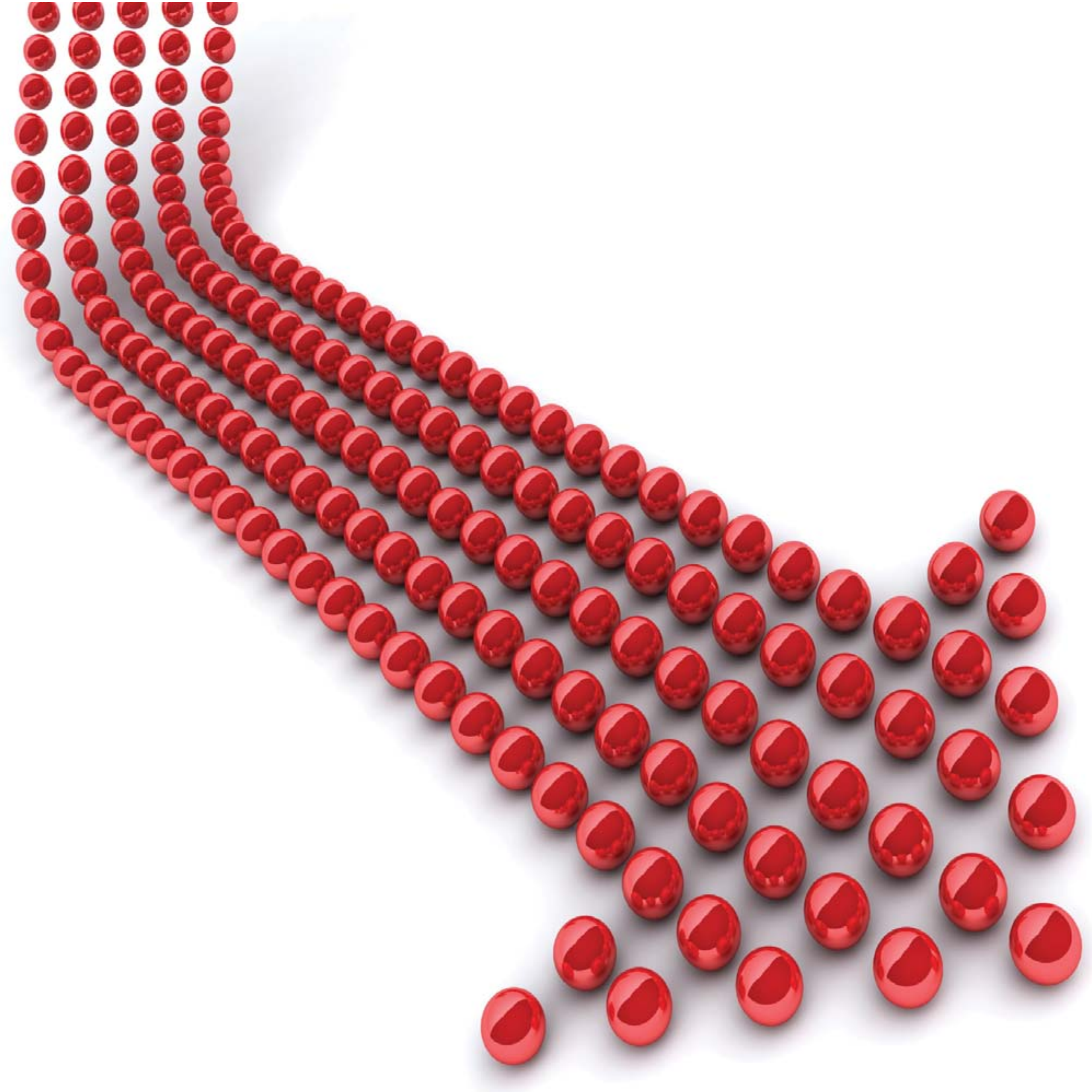
ARROW ENTERPRISE COMPUTING SOLUTIONS

Arrow ECS Sales Lead Portal

End-to-end Lead Generation

Getting you through the door



End-to-end Lead Generation

Whether you want to reach new prospects or attract more sales from your existing customer base, Arrow ECS offers intelligent marketing support every step of the way. Our marketing initiatives expand your reach and help you to target the right prospect first time and make a productive telephone follow-up. We also support you in cost-effectively building your business and apply our specialist knowledge to help you enter new industry sectors.

Our vendors, partners and people who work with us say that Arrow ECS delivers the best marketing service in the IT distribution industry. We're determined to maintain this level of service to our channel partners as we continue to invest in solution-led marketing that fundamentally addresses customers' real-world concerns.

In many cases, Arrow ECS marketing activity lead generation really benefits all our channel partners by delivering incremental business as a direct result. We can plan and implement campaigns tailored specifically to reach your target market with your specialist areas of focus.

We also have a very strong thought leadership programme. For example, in areas of particular expertise such as virtualisation that you can leverage to generate your own brand awareness and interest, which complement and enhance the infrastructure, security and virtualisation solutions we collectively can offer.

Getting you through the door

Planning your campaign

Working with Arrow ECS and one of our preferred agencies, we can work closely with you to plan and implement a campaign that creates high quality opportunities for your business, by:

- Exploring your objectives and business strategy
- Devising the initial messaging, concept and design for submission to the vendor
- Creating an approach document or telemarketing script
- Sourcing the right target list

A typical campaign might take the form of generating opportunities to invite prospects to a seminar or a punchy email communication, through to profiling your customers and creating awareness of your offerings.

Our recently refreshed Virtual Marketing Manager at www.arrowecsvmm.co.uk is the ideal way to request this support. It's also a source of ready-to-go marketing materials, if you prefer to run your own campaigns.

About Virtual Marketing Manager (VMM)

Feedback from our channel partners shows that you need to free up more time to focus on selling. In response, we've invested in building a comprehensive marketing resource to help you win more business!

It makes sense to use the professional marketing resources readily available through the VMM – completely free of charge – rather than reinventing the wheel. You'll have more time and energy to plough back into your business.

The VMM provides you with:

- Access to complimentary, ready-to-go marketing materials
- Personalised campaigns to your business
- Instant access to resources such as sales toolkits, telemarketing scripts, presentations and more
- End-to-end campaign management
- Set goals, obtain funding, plan and run campaigns, and measure their impact.

But there's more...in addition to ready-to-go marketing materials, we've added major new functionality to the VMM since its launch. It now helps you to plan, apply for funding and run complete campaigns.

Using the VMM really could be the simplest, quickest step to growing your business and it's all there waiting for you!

www.arrowecsvmm.co.uk ▶

Reaching the right IT decision-makers

How precisely an audience can be targeted has a direct effect on the volume of success in any marketing campaign. As part of our service, you have access to a database* of over 62,000 active names when working on a joint campaign. The database is constantly cleansed and kept up-to-date, weeding out those who do not respond to telemarketing or who prove impossible to reach.

The database holds IT contact and installation details for 88% of the UK based medium and large sized organisations. We can slice and dice the data, using criteria such as geography and vertical alignment, to create exactly the target audience you need.

** Data is provided to a third party agency for lead generation purposes and cannot be supplied directly to the reseller as it is a breach of our contract with CPB UK Limited. A confidentially agreement will have to be signed and adhered to.*

Creating the desirable approach

Before embarking on any project, the foundation of the campaign needs to be precise to ensure we create an accurate approach for your campaign.

We will engage initially to find out more about your business, understand your route to market including your focus and messaging. We will then create an approach document, which is generally only used as a reference and during the training workshop, to brief the telemarketers.

Opening up the conversation with the prospect

To get you 'through the door', we draw on the specific skills in all areas of IT infrastructure among the teams of experienced telemarketers within our chosen agencies. We ensure they are fully trained and equipped with all the information they need to confidently engage with the prospect and create a qualified, hot lead.

So far, so good. But...

We must prove to the vendors that funding your campaigns is a good investment.

To do this, we supply a regular status report on how our channel partners are handling the leads we generate. This demonstrates that we run successful campaigns and that you are capitalising on the opportunities generated. Vendors are always keen to re-invest in resellers who show this level of commitment and provide feedback on all their leads.

This is where the online Arrow ECS Sales Lead Portal (SLP) comes in.

Managing leads through the Arrow ECS Sales Lead Portal

We know you have a business to run, so the SLP makes updating and reporting on the leads you receive as quick and easy as possible.

Launched a few years ago, the SLP replaced numerous spreadsheets with a single location for managing opportunities. The SLP gives all Arrow ECS' channel partners who have run a campaign a personalised view of all their leads, across their relevant vendors.

We will also listen to your feedback and continually aim to improve it to make it even easier to find the information you need, and to report back to us.

Getting started: accepting/rejecting a lead

Whenever we have a good quality lead for you, you'll receive an email alert from arrowecsleads@cpbuk.co.uk, with the subject line 'Arrow ECS Sales Lead'.

You will be prompted to follow a link to the SLP, where you have a choice: accept or decline the lead, which will be highlighted in red. If a lead is not appropriate for your business, when rejecting the lead please notify us with the reason why. This is really important to us so we can learn more about your lead requirements and tailor the campaign if needed.

Whatever you decide, please take action promptly to ensure that the prospect receives a professional response. For this reason, we will reallocate your lead(s) to another channel partner if you haven't responded within 30 days.

If you choose to accept a lead, you should then revisit the SLP regularly to update your allocated leads. This way, we can feed back to the vendors on your progress - hopefully your eventual success – and also provide you with support along the way should you require a quotation or organise a customer demonstration of a solution.

Logging on

You can visit www.arrowecsleads.co.uk at any time and from any internet browser. Please enter your username (normally your email address) and password. Click on 'Login' to enter the Sales Lead Portal.

If you are missing any login details or have any other enquiries, please contact the Arrow ECS SLP helpline on 01295 274 075 or email arrowecsleads@cpbuk.co.uk

A quick overview through the dashboard

Navigating the SLP couldn't be easier.

The dashboard homepage gives an instant snapshot of the status of all your leads. Through three bar charts, it shows at a glance:

- How many leads are overdue, and by how many days
- How many £k are in your pipeline
- A breakdown of the live leads allocated to you along with their status – from first contact to winning the business (see 'Lead status' on the following pages for a full listing of all the categories)

You can access a list of the leads in any of the given categories by clicking on any of the bars within the charts.

The complete picture on all live leads

To see a list of your leads, either click on the 'view all leads' link or on any of the coloured bars from your dashboard. A handy hint to know is that you can sort the leads by clicking on any of the column headers. To sort them automatically click twice on the pipeline value, this will bring the highest value to the top so you can prioritise your follow up. Around 20 leads can be viewed on one screen. If more leads are allocated to you, please use the 'Go to page...' option towards the bottom left of the screen then select the page from the drop down menu.

To display the full information around the lead, click on a company name or on the 'View' button towards the end of each line, next to the 'Note' button. If you haven't accepted or rejected a lead yet, you will be prompted to do so at this point.

You can view detailed information, such as:

- The prospect's current IT set-up and the solution they require
- The budget and who has sign-off
- Any competitive activity
- Any roadblocks to moving the deal forwards
- Timescales and next steps

You can also export the data to your own applications as a PDF, or print it out, to make it easier to discuss with your team. Just click on the appropriate button at the top or bottom of the lead notes.

To go back to the list of leads at any time, simply click the 'Back to leads' button, which is again located at the top and bottom of the lead notes.

You can also return to the dashboard view at any point by clicking on the 'View dashboard' button near the top left of the screen.

www.arrowecsleads.co.uk

Easily update your leads

Once a lead has been accepted, you must update it regularly through the 'View all leads' screen. This takes just seconds.

There are three key areas that need to be kept up-to-date:

- Lead status: Update the lead status by selecting an appropriate status from the drop-down choice. Once a lead is set to a non-live status either Lost or Dead, it will automatically be removed from your view.
- Value: Please enter the pound sterling value of the opportunity in this field without any pound sign or comma (e.g. 10500.50).

Wherever possible please enter the value of the sale to Arrow ECS. If this is not known, then enter the total value of the whole sale.

- Next Action: Please update the next action date to reflect how you see the deal going forward, for example, when you plan to meet next or the date you expect to get a decision. This date can be changed by clicking on the calendar icon and selecting the appropriate date with the cursor. The first 'Next action' date will be set when the lead is first published to you.

Always remember to save any changes!

To help you to keep on track, you'll be sent automatic email reminders if leads are overdue for an update.

Add critical information

There is also a free text 'Note' field that can be used to add and share any additional information for each lead, so that:

- In-house, your colleagues have access to any significant background information in your absence
- We can understand any issues and provide additional support
- The information can be sent to the vendors to help build their competitive intelligence

To access the free text note field, click on the 'Note' box to the right hand side of the 'View' option. If there is any information already in the 'Note' field, the box will be green. If it is empty, the box will remain blue.

Arrow ECS campaign managers will also actively canvas information from you on deals won and lost and can work with you on leads that are close to quoting or closure.

Lead status – managing every step of the way

As you can see, the SLP helps you to stay in control of your leads at every stage. Here are all the categories which can be allocated to a lead:

1. To be contacted
2. Void. Not an opportunity.
3. Information sent
4. Contacted & qualified
5. Appointment set
6. Demonstration booked
7. Tender requested
8. Quoted
9. Shortlisted
10. Won
11. Lost to other reseller
12. Lost to competition on price
13. Lost to competition on features
14. Dead. Situation changed

Any questions?

If you'd like to discuss how your business could benefit from Arrow ECS marketing support, please contact the relevant Marketing Manager at Arrow ECS. Alternatively, you can email marketing@arrowecs.co.uk or for more information visit www.arrowecsleads.co.uk

For help with day-to-day use of the SLP, please contact CPB UK Ltd, who maintain and manage the SLP on our behalf. Please call 01295 274 075 or email arrowecsleads@cpbuk.co.uk

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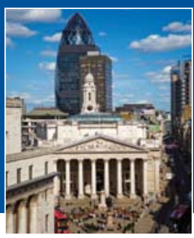
About Arrow ECS

Arrow ECS is an information technology distributor specialising in providing end-to-end IT infrastructure solutions including data storage, servers, enterprise software, network security, unified communications and virtualisation. Working with our channel partners, we optimise the efficiency with which organisations can store, manage, protect and deploy their data, equipping them with secure access to business-critical information any time, from any location, on any device.

Our deep technical understanding is reinforced by strong business relationships and continually monitoring rapidly changing IT markets for the latest product advances and emerging technologies. Through close alliances with the world's leading IT vendors, we deliver innovative solutions, complemented by an impressive portfolio of expert professional services and IT training.

With over 25 successful years in the IT industry, we have the skills and experience to support our channel partners from initial consultation, planning and design, through engineering build to implementation. In doing so, we enable our partners to deliver even more value to increase their customers' competitive edge.

Arrow Enterprise Computing Solutions (ECS) is a business segment of Arrow Electronics Inc. More details are available at **www.arrowecs.co.uk**



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