

TRAXion program

To learn more about how Concentrix can help your company realize increased channel partner success and revenue call us at 1.800.747.0583.

Launch new products, gain mind share, and increase sales

The Concentrix TRAXion program is a proven, turnkey process that positions your product in targeted markets. TRAXion supplies your channel partners with the leads, sales support, and momentum they need to close lucrative deals. The overall goal is to motivate and empower partners to sell independently.

THE TRAXION PROCESS

TRAXion motivates your channel partners, increases product awareness, and generates revenue by following five key steps:

- 1. Profile, prepare and pick channel partners.** Your company provides a database of partners with growth potential; Concentrix analyzes and focuses your resources on your most capable, product-committed resellers.
- 2. Educate your channel partners.** Our highly-trained channel program experts answer enrollee questions and encourage their ongoing participation. Concentrix also develops and delivers sales materials that enable your partners to understand and independently sell your products. Options include microsites, webinars, reseller promotions, and printed sales kits.
- 3. End user lead generation and nurturing.** Through on-going, targeted teleprospecting, direct mail, and e-mail, Concentrix compiles

data and qualifies leads. Our teleprospectors are professionals who create relationships and build trust with end users. Prospects are nurtured and passed on to your partners once they become qualified leads. All outreach efforts are tracked in our proprietary CRM tool, *ConVerge*.

- 4. Closed-loop follow-up.** Qualified leads are sorted and distributed to your channel partners based on your business rules. Leads are tracked via our proprietary PRM tool, *eLeads*. Semi-monthly partner meetings are required to assess participation and lead follow-up.
- 5. Comprehensive program reporting** tracks enrolled partners, leads by partner, leads by status, total pipeline, and other key market and competitive data.

FEATURED TRAXION PROGRAM

Business situation: A major computer hardware and software company wanted to maximize the marketing investment in their latest product. Though the company is extremely well known, their latest product was not garnering the hoped-for attention. Competing for channel partner mind share and ensuring end user lead follow-up were among the challenges. Our strong track record of positioning products in similar situations lead our client to choose the Concentrix TRAXion program.

Solution: TRAXion program objectives are to launch products and raise awareness among new and existing channel partners. To begin, we targeted and selected our client's partners who were most committed and capable of effective lead follow-up. Selected partners were sent an enrollment form introducing the program. To enable enrolled partners to sell independently, Concentrix compiled the client's existing product information into a microsite. This gave enrollees a convenient, central source of product information, including key product selling points, training videos, white papers, announcements, and more.

Simultaneously, our teleprospecting team targeted, nurtured, and qualified leads that met our stringent budget, authority, need, time frame, and access criteria. Each enrolled partner was provided a predetermined number of leads in specific territories and verticals. TRAXion delivered and tracked the leads via *ConVerge* and *eLeads*. To assess participation and lead follow-up, channel program experts met with the client's partners semimonthly.

Results: To date, Concentrix has registered over 50% of the company's targeted channel partners, distributed hundreds of qualified leads to these partners, and built a \$15 million pipeline.

With over 25 years of demand generation and channel management experience, and a deep understanding of the indirect sales model, especially in the SMB, mid-market, and enterprise end user markets, Concentrix is a smart choice when you need to get your channel sales off and running.



About Concentrix. Concentrix maximizes the long-term value of our clients' customers with solutions that support the entire customer life cycle. Delivering from 25 world-wide locations, in 12 languages, and supporting over 14 million interactions a year, we give our clients the global voice and reach essential for business success. Concentrix is a wholly-owned subsidiary of SYNEX Corporation (NYSE: SNX), a Fortune 500 company.

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