

# ACCELERATE

**YOUR  
REVENUE AND  
MARKET SHARE  
INTERNATIONALLY**

**HANDD MARKETING**



**YOU WANT TO GROW YOUR BUSINESS. WE CAN ACCELERATE THAT GROWTH.**

Having helped a number of software vendors in the IT security space achieve **massive growth** over the past decade we have a clear idea of what works and what does not work. Having the best technology, the greatest features and benefits is only the start. We will need to take your message and deliver it consistently to the **right target audience** through the **correct sales & marketing mix**.

#### **4 steps to Success**

- ⇒ Value Proposition and Target Market
- ⇒ Define the Numbers
- ⇒ Marketing Mix
- ⇒ Report, Review, Refine

# **STEP 1** **VALUE PROPOSITION** **AND TARGET MARKET**



What makes you different and what makes you stand out? There is no point only being able to articulate this in a 30 minute powerpoint presentation, although there is a place for this. The message is a hook that facilitates a deeper conversation, and there are multiple methods to get the message across.

## **WHAT MAKES YOU DIFFERENT?**

**PROVE IT - WHAT DO YOUR CURRENT CUSTOMERS SAY, WHAT TESTIMONIALS & CASE STUDIES DO YOU HAVE?**

**WHAT DOES YOUR IDEAL CUSTOMER LOOK LIKE? - INDUSTRY, SIZE AND SO ON**

**DEFINE YOUR TARGET GEOGRAPHIES**

*HANDD are the leading partner for Globalscape software globally. With a keen understanding of the Managed File Transfer and Data Security space, HANDD have helped open new opportunities as well as service existing Globalscape customers in the region. With MFT being somewhat of a niche market, good partners are not easy to find. HANDD are not just another reseller, but are a true solutions and services provider. A true VAR. HANDD have put forth the time and effort, through training, to ensure their staff are qualified to answer technical and sales questions. Bringing new opportunities requires savvy marketing. This is another area where HANDD excel. Working jointly with Globalscape HANDD have organized and run successful, targeted marketing campaigns. As with any partnership, ultimately it comes down to the people to make it work. HANDD maintain a high level of integrity and character throughout their organization. Working with HANDD has been and continues to be a pleasure.*

**Chris Thacker,**  
International Business Manager,  
Globalscape Software

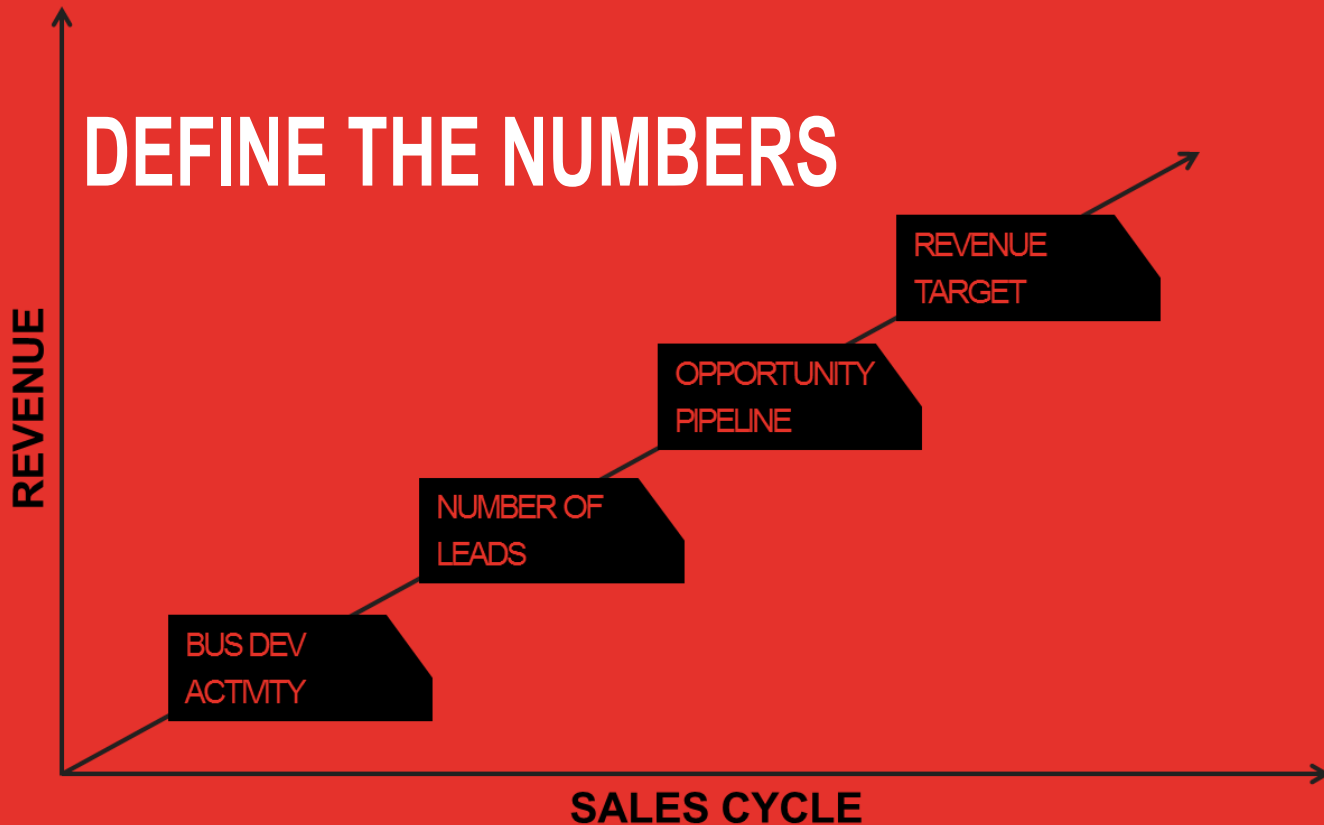
# STEP 2

## WHAT DOES SUCCESS LOOK LIKE TO YOU?

Success in business growth is simple, but it is not easy. This statement may surprise you, but our experience tells us that once we have:

- ⇒ 100% Clarity on what we are both aiming at and how to get there
- ⇒ 100% Commitment to resourcing the plan and staying the course
- ⇒ 100% Effort to execute the plan

Then 100% Results are guaranteed...



- **Jointly agree a sales target**
- **Based on experience we will jointly agree what our pipeline and lead count needs to look like to hit the number based on the existing sales cycle**
- **We will create a quarterly sales and marketing plan to achieve the sales target which you will sign off on**
- **We will create a plan to achieve the metrics which you will sign off on**

# STEP 3

# THE MARKETING MIX

## ➤ EXPAND YOUR BRAND

- Pages created on the HANDD Website
- Geographical SEO
- Inclusion in customer and prospect newsletters
- Guest Blogs and content creation
- HANDD Social Media Syndication
- PR and Media Services

## ➤ LEAD GENERATION

- Whitepaper/Webinar Syndication
- Social Media Campaigns (LinkedIn)
- SEO & Landing Pages
- Direct mail
- Email
- HANDD / Vendor Events
- Sponsored Events
- Webinars
- Telesales
- Lead Qualification
- Vendors Leads
- PPC

## ➤ LEAD NURTURING

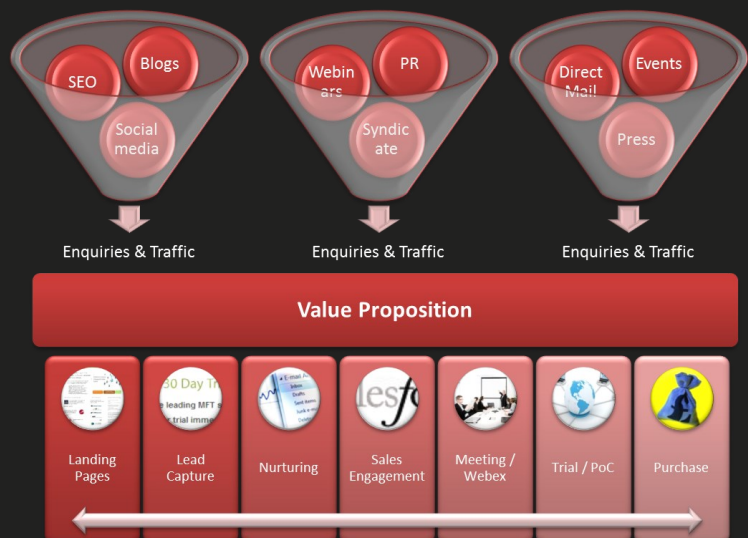
Marketing Qualified Leads are automatically placed on prebuilt nurture paths

Touch points attract and the lead status will convert to a telesales (Internal Sales) or sales ready (External Sales) lead

Salesforce.com and Genius Software are utilised.

## ➤ SALES ENGAGEMENT

Once a lead turns in to an opportunity a salesperson will work the lead through to closure, or if the project dies then the lead will be placed back on a nurture path to retain interest over the long term.



# STEP 4

# REPORT REVIEW REFINE

Are we on track, if yes, then great let's carry on, if not then what needs to change.

Backed up by statistics on the number of leads, lead source and lead stage, opportunities, forecast and closed business.

Let's measure success, what was the ROI on sales and marketing activity, where do we get the most return on investment, let's do more of what works and less of what does not.



WITH A GLOBAL FOOTPRINT IN THE UK AND ASIA. OUR HISTORY OF DELIVERING BUSINESS GROWTH ACROSS 24 COUNTRIES ENABLES US TO TALK FROM A POSITION OF EXPERIENCE.



*'Before we partnered with HANDD, our European product sales were dismal. The first year they started selling our GoAnywhere products, our sales increased substantially and HANDD exceeded our expectations. HANDD is great to work with and we're particularly impressed with the effort they've put into learning our products so they can not only sell it but also provide great 1<sup>st</sup> and 2<sup>nd</sup> level technical support. HANDD is by far our most productive partner.'*

Brian Pick, Sales Manager, Linoma Software



*'HANDD have made a cracking business taking a portfolio of best of breed solutions to market which change the way organisations manage their data. I've been dealing with them for a few years now and have found their approach to be strategic and well thought out, from marketing,*

Dietrich Benjes, Country Manager, Varonis



*HANDD Business Solutions are a longstanding Elite Partner for Ipswitch File Transfer. As a top level partner, HANDD is committed to supporting Ipswitch File transfer new business growth as well as sustain the existing customers with any maintenance and support requirements. With dedicated, highly trained technical, marketing and sales teams, HANDD Business Solutions is able to support Ipswitch File Transfer's every need and ensure the highest level of service is provided to Ipswitch File Transfer and its' extensive customer base.*

Sophie Pellissier, International Marketing Manager, Ipswitch Software



**YOU  
REMAIN  
MORE FOCUSED  
ON YOUR BUSINESS**

*"I would like to express my thanks for one of your engineers, who assisted us with the implementation. It's refreshing to have a dedicated professional that can take you on a journey from pre-deployment to go-live in a way that it felt like a walk in the park. He not only communicated effectively, but provided a level of documentation and technical prowess that left us here very happy."*

**Steven Maccioli,**  
**Prospects Services**

**WE ARE THOUGHT LEADERS ON DATA SECURITY AND FILE TRANSFER.  
OUR PROFESSIONAL AND PRACTICAL APPROACH ENSURES SUCCESS.**

Classifying, protecting and securely exchanging data can be a complex, overwhelming task. You need the independent advice and expertise of data security and file transfer experts. You need HANDD.



HANDD works closely in partnership with leading brands in Managed File Transfer, Data Loss Prevention and Data Security but, distinctively, we pursue independent relationships. Our only loyalty is to you, our clients.

That's why so many organizations and enterprises trust us to give them the solution they need, from the vendors that are best suited to the job.

**CONTACT US**

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