

FEEDING A CHANNEL UNICORN

Managed Sales Pros helps drive lead generation for a rising star in the IT channel vendor community

Client

Datto, a leading provider of total data protection solutions for small to medium-sized business around the world, selling through IT service providers

Project

Lead generation/qualification

Challenge

Identifying and engaging managed service providers not currently working with one of the channel's most recognized and respected vendors

Solution

Managed Sales Pros developed a tailored lead generation approach that was heavily focused on personal interaction to nurture the conversion process. The Datto program was modified at various points to take advantage of new opportunities and address unexpected challenges.

The Story

After setting goals and operational parameters with the Datto management team, Managed Sales Pros developed a custom lead generation strategy that leveraged resources from both organizations to ensure optimal results. Datto and Managed Sales Pros collaborated on key objectives, engagement policies and procedures and timelines. Backend processes were affiliated and integrated, including Datto's CRM (customer relationship management) platforms, and contacts on the respective sales and partner management teams were aligned. Collaboration was essential to the program's success.

"Operationally, they ensured we had our communications processes and messaging down pat, and their systems integrated with ours," says Jeff Benedetti, Sales Director for Datto "Communication was a big factor." Managed Sales Pros got off to a fast start and adjusted the processes and targets along the way to drive additional leads.



"The Managed Sales Pros partnership with Datto is significant. The quality of the service they provide, their team's understanding of our product and our market, and their genuine interest in our success is, in my opinion, unparalleled."

-Rob Rae, Vice President of Business Development, Datto

“The way they approach vendors and managed services providers is smart, with a customizable platform allowing vendors to choose how they want to do business with them. I really like the flexibility of their business model.”

-Jeff Benedetti, Sales Director, Datto

Flexibility is a cornerstone of their programs. “The goal we established for Managed Sales Pros was to have them engage with managed services providers who we were not currently engaged with Datto and to introduce them to the company,” adds Benedetti. “They were able to onboard relatively quickly and were pretty nimble in regards to tailoring the program to Datto’s specific needs.”

That proactive approach comes from experience. As an active participant in the IT channel, Managed Sales Pros understands the language, needs and aspirations of the IT services community. They work closely with providers (as well as vendors) and gain valuable insight on industry trends and opportunities from those interactions. That knowledge and understanding of the community increases their credibility and helps build rapport with prospective channel partners.

“What really stood out to me was Managed Sales Pros’ channel-focus” emphasizes Benedetti. “They are invested in the industry, and their team has solid relationships, and knows how to speak with the types of organizations we wanted to work with. We felt it would be a great transition for us to have them represent Datto.”

Behind the scenes, the Managed Sales Pros team focuses on refinement and improvement, from the start of a new program until the last lead is processed. Communication is key. “They are transparent and don’t mince words,” says Benedetti. “If there’s an issue on our side or their side, their team addresses it. It’s not the type of relationship where they tell you what you want to hear and then it doesn’t happen. Responses to our feedback happened quickly and if something wasn’t working correctly in the process, they made the change happen immediately. Everything was handled in a timely manner.”

The Managed Sales Pro engagement model for channel vendors is simple: you pay for performance based on the size and level of engagement. Channel engagement is at the heart of all they do, and their team understands the value they bring to the entire IT services community. “The way they approach vendors and managed services providers is smart, with a customizable platform allowing vendors to choose how they want to do business with them. I really like the flexibility of their business model,” stresses Benedetti.

Managed Sales Pros lead generation formula is based on a comprehensive understanding of the channel, its integrated relationships and personalities. These activities are often the first contact between suppliers and providers, so vendors need to develop a level of trust with the organization running their programs and the people making those first calls.

“The Managed Sales Pros partnership with Datto is significant” adds Rob Rae, Vice President of Business Development at Datto “The quality of the service they provide, their team’s understanding of our product and our market, and their genuine interest in our success is, in my opinion, unparalleled.”

