

Assuming that Company X has an ongoing need to reach & motivate Senior Decision Makers...

...here's how we've achieved this for other clients.



**No Frills: just Creative Thinking, Integrated Ideas & Results!**



### Senior Decision Makers (SDMs) are a fickle bunch:

- Notoriously difficult to reach
- Very time poor
- Immediately dismissive of anyone they see as a time-waster
- Guarded by a Gatekeeper/Exec PA who will cleanse all unsolicited approaches and go to extraordinary lengths to keep you at arm's length!
- They are natural 'online' animals and email is their chosen daily-business channel-of-choice i.e. unsolicited emails are often greeted with venom!!
- SDMs are judged on how well they solve problems which allows them to command big salaries.

Are you offering to help solve their problem,  
...or are you just another 'ME-TOO!' service provider?

Here's a few pointers to consider...

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Senior Decision Makers (SDMs) crave recognition both from outside and inside the organisation:

- SDMs know their worth – often charged out at £200 - £300 per hour.
- They look for and respond well to adulation.
- Ensure your creative message addresses their buying needs rather than your sales fantasies.
- Don't overlook a multi-message approach – one message seldom fits all!
- Be 'Data-Driven' – is it 'Stephen' or Steven' – get this wrong and you'll burn!
- They will judge your business approach by both 'EFFORT' & 'ATTAINMENT'.
- Make the sales follow-up PEER-to-PEER.

It's not WHAT you know,

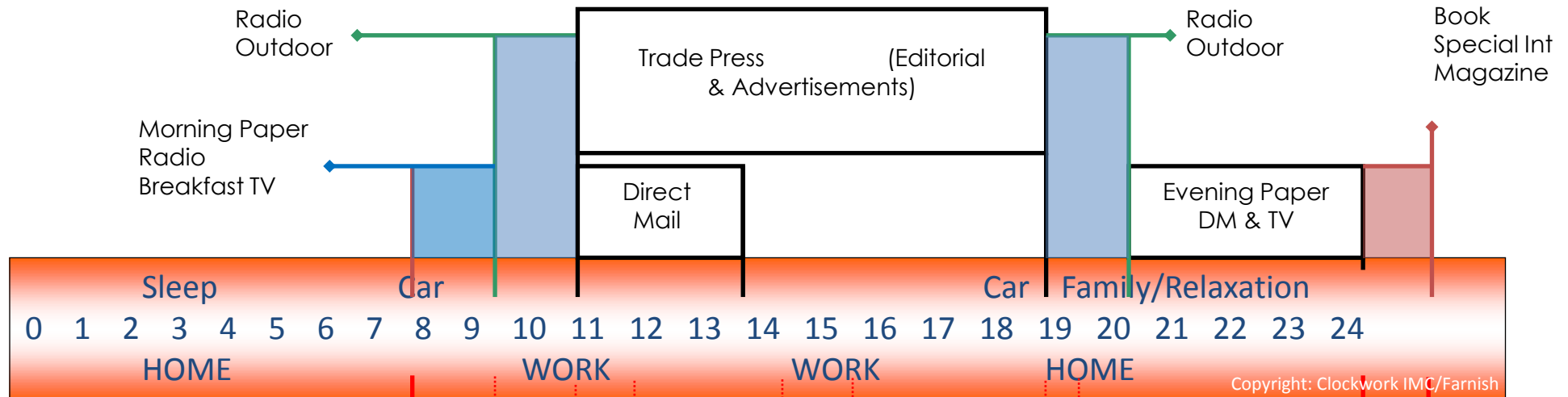
It's not WHO you know,

It's WHAT you know on WHO you know!

# The SDMs Media Day

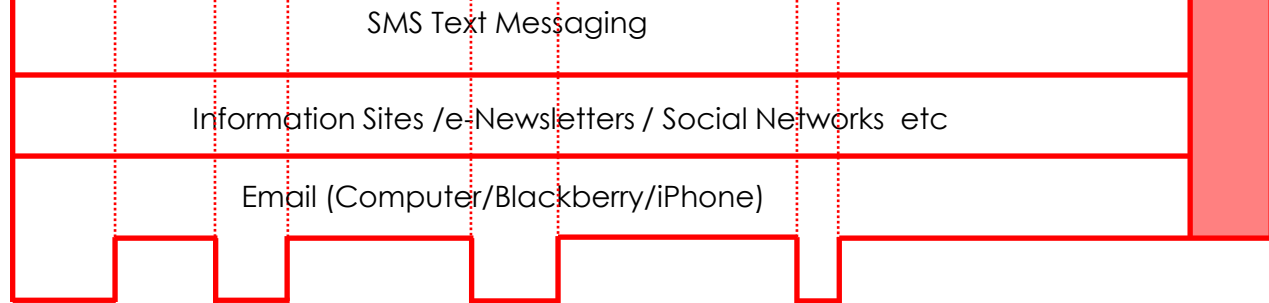


OFFLINE



Copyright: Clockwork IMC/Farnish

ONLINE



Action speaks louder than words!...

... get your promotional message seen,  
... get your follow-up call accepted,  
... secure the sales meeting  
or invitation to tender.



**B2B Products & Services are Bought, not Sold!**



# VW MEMORY STICK

As it's a **REMINDER**, send out a USB Memory Stick VW Car with a message loaded onto it. Include personalised mailer and focus in on delivering a 50% increase in click-thru.

## Content/Ideas

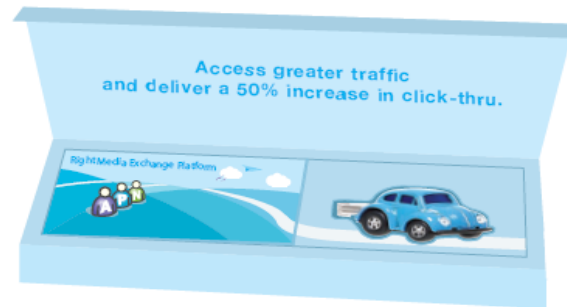
Attach a [www.rightmedia.com](http://www.rightmedia.com) sticker to the roof of the car.

Personalise the accompanying mailer

Include business card.

Levels this works on –

1. The D.M is a reminder and we are sending you a Memory Stick.
2. The car is an iconic German Brand in the RM colour.
3. The message is about increased click-thru, via greater TRAFFIC.



Memory Stick Features  
• 256MB or 1GB memory stick styled like a retro VW.

“Drive more sales from your online advertising...”

“...by accessing greater traffic when you join the Right Media Exchange”

Simple Personalised Mailer  
– copy outline



A reminder for  
**Mr Thomas Hinrichs**

Switching to the Right Media Exchange Platform frees you up to –

**AUTOMATE** many of your manual processes.

**DRIVE** business growth and stronger business relationships.

**ACCESS** greater traffic.

**DELIVER** increased click-thru.

**Lead Generation Campaign:** DM plus telesales follow-up

**Audience:** 60 Directors -Advertising Networks

**Response:** Aided the generation of 22 new business meetings at DMEXCO exhibition Cologne, Germany.





**Lead Generation Campaign:** 200 packs

**Audience:** Estate Directors/Managers within NHS Hospitals

**Program:** Dimensional DM pack with telesales follow-up,



**95%**  
of potential customers  
abandon  
complex online  
transactions.

Solve it.

*That's 95 customers gone - along with 95% of your marketing effort. Unless you speed things up with ActionPoint Dialog Server™.*

Dialog Server makes complex e-commerce transactions (which often have many "tailored" options), faster and easier to complete. Instead of a laborious web form, Dialog Server creates an intelligent personalized interaction with your customer. During the real-time dialogue, it asks only relevant questions and offers decision making guidance. Customers can return to the transaction at any stage. And since Dialog Server puts the brains in the browser, it works fast to keep your buyer's interest. As a result you can cut high abandon rates. Increase online revenues. And create a better all-round buying experience. Get the point? Then call ActionPoint on 01483 440 500 for a **FREE CD & WHITE PAPER** or visit our website at [www.actionpoint.com/abandon](http://www.actionpoint.com/abandon)

**ACTIONPOINT**  
DIALOG SERVER™

Visit [www.actionpoint.com/abandon](http://www.actionpoint.com/abandon)

*ActionPoint Dialog Server™ helps your customers through complex online transactions, resulting in reduced abandon rates and increased online sales.*

**95%**  
of potential customers  
abandon complex  
online transactions.

*That's 95 customers gone - along with 95% of your marketing effort. Unless you speed things up with ActionPoint Dialog Server™.*

- Cut abandon rates
- Increase online sales
- Quality create personalized buying experiences

Call ActionPoint on 01483 440 500 for a **FREE CD & WHITE PAPER** or visit our website at [www.actionpoint.com/abandon](http://www.actionpoint.com/abandon)

**ACTIONPOINT**  
DIALOG SERVER™

Visit [www.actionpoint.com/abandon](http://www.actionpoint.com/abandon)

Solve it.

Alan Jones  
Product Director

**ACTIONPOINT**

*An ActionPoint Executive will be contacting you to tell you more about ActionPoint Dialog Server™*



**Lead Generation Campaign:** DM, press advertising plus telesales follow-up

**Audience:** 91 IT Directors within Insurance sector

**Response:** 79% accepted follow-up call generating 17 sales meetings.

**ACTIONPOINT**  
DIALOG SERVER™

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**Proven purchasing history data will deliver bankable B2B mail-order prospects**

**Purchased...**

**Proven Purchasing History makes him...**

**Is there a better way of identifying a real prospect?**

**Always can identify active purchasers of B2B mail-order products**

**Transactions speak louder than words!**

**Purchased... Purchased... ...predictable purchase**

**Proven purchasing history makes him an extremely bankable mail-order prospect.**

**Whatever demographic tell you, Always B2B mail-order data solutions can tell you much more, with greater relevance and improved response rates.**

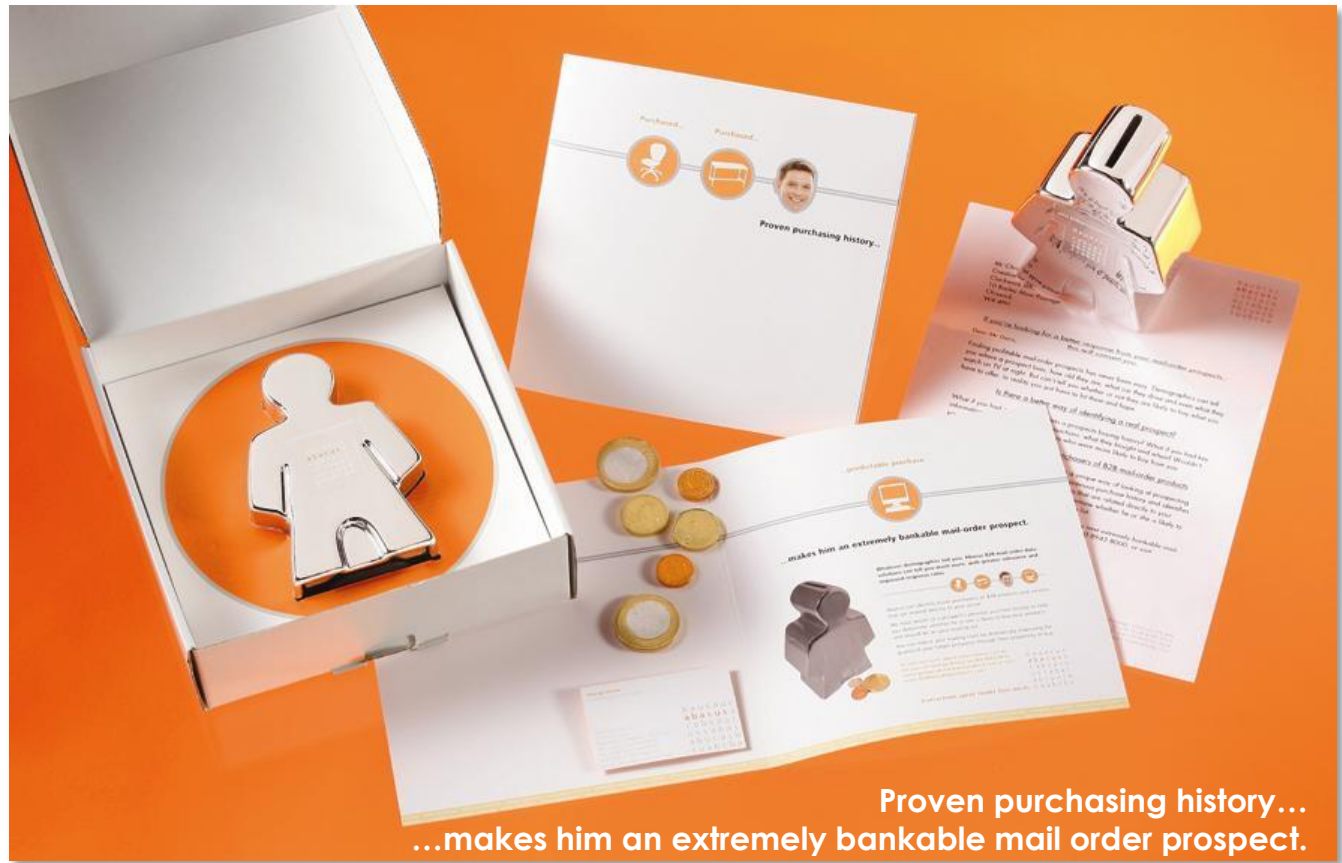
**Always can identify active purchasers of B2B products and services that are related directly to your sector.**

**We held details of a prospect's previous purchase history to help you determine whether he or she is likely to buy your products and should be on your mailing list.**

**You can refine your mailing lists by dramatically improving the quality of your target prospects through their propensity to buy.**

**To find out more about the B2B Alliance and how Always can deliver you real, relevant, bankable B2B mail-order prospects, why not give George Dimes a call on 0203 9843 8000, or visit his website at [www.always.com](http://www.always.com)**

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## Lead Generation Campaign

**Audience:** Managing Directors of companies who use B2B catalogues

**Program:** 192 Dimensional DM pack with telesales follow-up, micro-site and display advertising within marketing services trade press.

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Go beyond traditional recruitment...  
Special People. You'll find thousands  
more on [Salestarget.co.uk](http://Salestarget.co.uk)

**Lead Generation Campaign:** DM plus telesales follow-up

**Audience:** HR Directors within FTSE 500 sales-driven organisations

**Response:** 71% accepted follow-up call, 81 new leads, increase of 31%



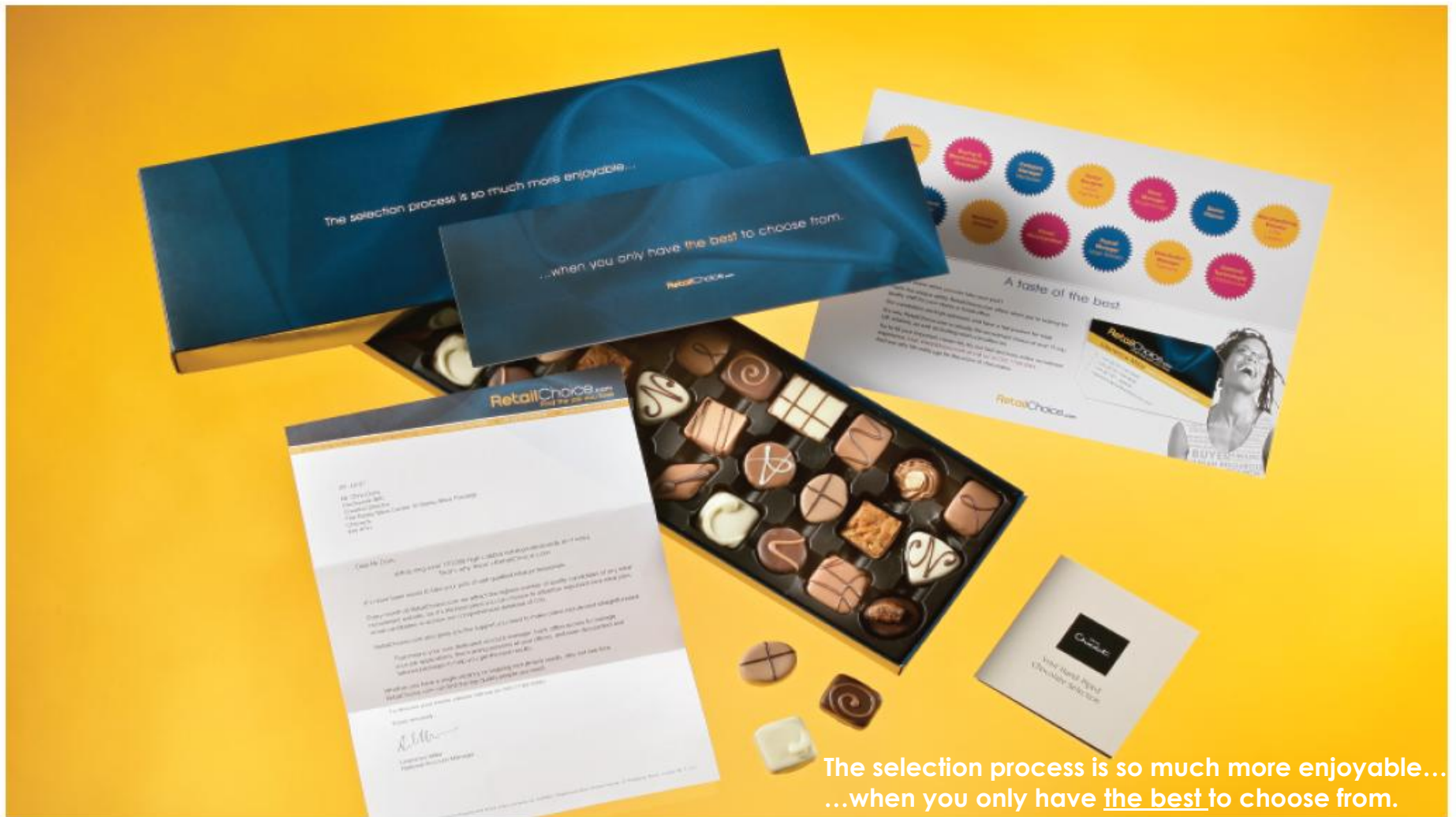


**Lead Generation Campaign 2008:** DM, follow-up DM plus telesales call

**Audience:** Director of Digital within Recruitment Advertising Agencies

**Response:** 83% accepted follow-up call, plus receiving new invitations to tender





The selection process is so much more enjoyable...  
 ...when you only have the best to choose from.

**Lead Generation Campaign 2007:** DM plus telesales follow-up  
**Audience:** HR Directors within top 350 retail organisations  
**Response:** 28 New clients generating £22,240 revenue (Sept '07)

**RetailChoice.com**



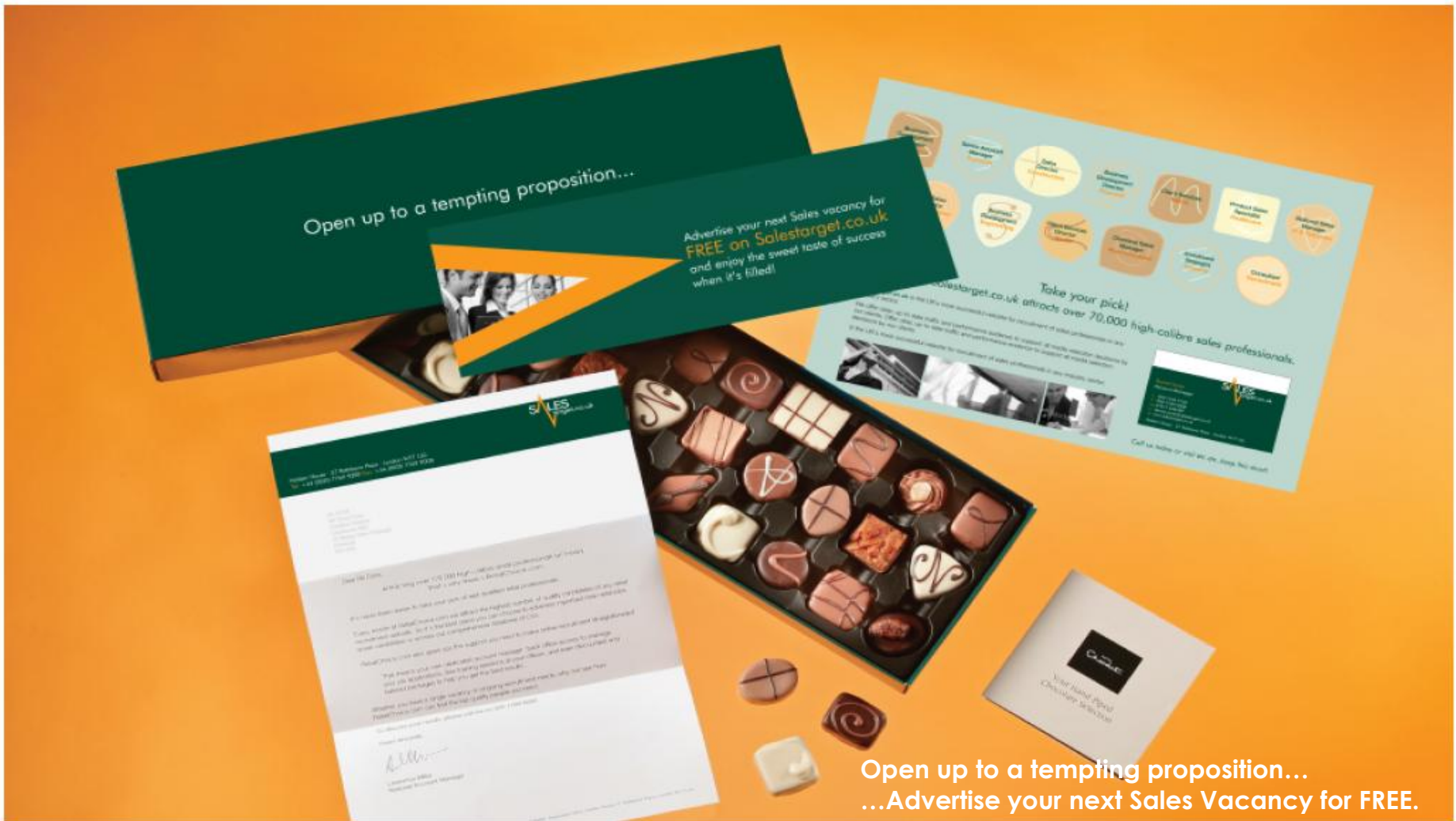
Personalised each pack using 'Christian' names.

**Follow-Up Lead Generation Campaign 2008:** Personalised DM

**Audience:** HR Directors within top 350 retail organisations

**Response:** Campaign delivered an immediate increase in business and created many new client relationships.

**RetailChoice.com**



Open up to a tempting proposition...  
 ...Advertise your next Sales Vacancy for FREE.

**Lead Generation Campaign 2008:** 550 packs

**Audience:** HR Directors/Managers within FTSE 500 companies

**Program:** Personalised DM pack preparing the way for a follow-up sales call



## People do business with People they trust!



totaljobs  
GROUP

“My marketing team and I have worked with Clockwork IMC on several bespoke campaigns aimed at reaching senior decision makers between 2006 and 2009. Steve inspires a lot of confidence initially through his ability to quickly grasp a brief. In my experience he and the IMC team not only propose creative options that hit the mark, but have the knowledge and discipline to see campaigns through to fulfilment. It's refreshing to work with an agency that proactively guards clients against all possible delays and other pitfalls.”

*Mike Convey, Web Director*



“Working with Clockwork IMC and the team was like having an extension to my marketing department. Steve helped me define the proposition, and simplify the messages to our target market. His ideas to cut through the cluttered market were first class and allowed me to generate highly qualified sales leads. I will never hesitate to recommend Clockwork IMC.”

*Renette Youssef, Director of Group Marketing*



“Clockwork IMC has already made a significant impact to our business. Easy to work with and good at what they do, Steve, Chris and the team have quickly earned their place as part of our team.”

*Roger Williams, International Marketing Director*



Barley Mow Business Centre  
Conference/Meeting Room facilities



If what you've seen is to your taste,  
call Steve Dyer on: 020 8747 2023.  
Email: [steve@clockworkimc.com](mailto:steve@clockworkimc.com)



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