

CASE STUDY:
HP DEMAND GENERATION

HP needed to train and motivate sales reps to sell the value of HP application management solutions while also generating demand among multiple buying centers.



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Here was the challenge.

Complicated buying dynamics and existing perceptions of HP application management solutions required a breakthrough idea and an orchestrated multi-touch campaign to change behavior and belief across several IT buying centers.

So how did they address it?

To reach out to their installed-base, the company wanted a campaign that highlighted an HP application management promotion and motivated sales reps to sell the value of HP's full portfolio of solutions.

What did Pearson & Co. do for HP?

Pearson & Co. helped invigorate mindshare with partners, protect installed-base customers, and reinforce HP's leadership in application and service management. First, we interviewed channel partners to identify sales dynamics, buying centers, and obstacles to overcome. Based on their feedback, we developed a campaign strategy that included a direct mailer using an engaging graphic novel concept to stimulate pass-along between HP's natural champion and other key decision-makers. To ignite the channel, we distributed the mailers during an HP channel event and, to further cultivate opportunities, the pieces were then sent to installed-base customers.

What happened?

The mailer was well received by sales and partner reps and generated interest in the HP application management solution set.

Now, here's what YOU need to do.

If you want to equip your sales force or channel partners to sell solutions and up-level their sales conversations **call Jenée Difu today at 408.540.5305**. Or, if you'd like to explore additional best practices in field enablement and demand generation, [click here](#).



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