



## Managing a Global Distributor Network

- **Improved control over and results from an independent distributed sales force**
- **Improved visibility into sales opportunities across geographically disperse markets**
- **Better allocation and use of sales support resources**
- **Better management of long, very complex, consultative selling situations**
- **Improved sales performance, better results**

### Case Study: SPC Corp.

SPC Corp is a world leader in the manufacture and sale of remote Surveillance viewing equipment that it sells from its North American headquarters. Its camera system incorporates thermal, near infrared and other specialty camera functions as well as wireless transmission capabilities. The SPC Wolf Pack system has become the product of choice for military, homeland security and law enforcement applications around the world.

Previously, SPC sold directly to its customers in Canada and the United States, but recognizing that the bulk of its sales would come outside North America, the company decided to set up a network of resellers to represent SPC in their local geographies.

The Government and Military markets have a small group of select customers and selling to them is both long and complex. Relationships count a great deal as does an understanding of the unique procurement policies of each country. It would be impossible for a small company like SPC to sell into these markets without a distribution channel.

In order to be successful the reseller network requires significant and costly support resources such as demo equipment and regular visits from senior people in order to advance and close sales. For a small business like SPC these resources are limited and consequently should only be used for opportunities where the likelihood of success is greatest.

The President of SPC recognized the benefits of a reseller network but was also aware of the challenges facing SPC:

*"We have a unique product that significantly helps military, homeland security and law enforcement and is particularly useful in the markets we have targeted; but for us the issue was how do we get this information into the hands of potential users and customers. We needed resellers who know the market, have access to the purchasers and can manage a sales process if we are to be successful.*

*The next issues were product training, getting them the materials they need and managing their activities in order to best generate sales. The sales process in our markets is long and complex, one that usually requires a visit from us, possibly a equipment trial and often an RFP response. And while we make the best product in the market, if our customers don't see it we don't sell anything. As a small company we have limited demo equipment resources and almost all formal presentations will result in me travelling. And while I love to demo what we can do, I only want to demo at critical times so as not to spend too much time away from home.*



*We also had an issue of how to best manage this geographically dispersed group of resellers across multiple time zones and where English is usually a second language. What we needed was a system that would help us deal with these issues, provide us with critical sales information and also be easy enough to use so that our resellers would adopt it and benefit from it.*

SPC initially looked at a CRM but felt it be too much effort to get the resellers to update it on a regular basis and they were very reluctant to share contact information, also it didn't really help in the actual sales process and forecasting.

He further stated: *I felt like I was on the phone all the time and at all hours of the day and night just to keep in regular contact; we needed a better way to manage this widely spread group. So I started looking for a different tool and was introduced to Occulus by a colleague. Unlike a CRM, Occulus focuses on the sales process and looked like it might work in our environment so we tried it and it worked brilliantly. It is easy to use, got ready buy in from the channel partners and gave us the information we need. We subsequently rolled it out to all channel partners and are getting similar results.*

*More importantly, has been how successful it has been in helping us manage this distributed sales channel. We now know where opportunities are in the sales cycle, what we have to do to move them forward, which opportunities to commit resources to and when and when we can expect to receive an order. Furthermore, we get regular updates on their activities, who they are contacting and how often and how successful they have been.*

SPC is very pleased with Occulus. It has helped them better manage their distributed independent sales channel, understand the sales process in each country; and position themselves in the various markets for success.

SPC Corp. has been further pleased by how Occulus has been helpful in helping them manage their resources:

*"it has been great, we now know when to arrange for demonstrations and more importantly I know that when I have to fly 22 hours to the other side of the world that my time will be well spent closing business not chasing bad deals.*

For further information or additional details, please contact us at: [Info@OcculusincSales.com](mailto:Info@OcculusincSales.com)