

# Demand Generation by Advanced Alchemy

Whether you're generating ongoing demand from existing customers, finding new prospects, or profiling accounts, marketing needs to fill the sales pipeline with high quality leads to drive its share of new deals and revenue into the pipeline.

By demonstrating ROI and recurring revenue to the rest of the organization, marketing gains the credibility it needs to lead the business in new directions. Quarterly accountability also creates a mutually beneficial relationship between marketing at one end of the sales funnel, and the sales team at the other. With this communication channel open, you can identify which programs actually work, improve collaboration on lead nurturing, and throw additional resources into closing important accounts.

Even with this relationship in place, the quarter by quarter fluctuation of forecasts, offers, staff, and resources makes a best-practice approach to marketing programs difficult to execute consistently.

In this environment, outsourcing a demand generation task sounds attractive. But technology marketing is a specialized skill. Between the workload and success imperative, marketers can neither afford to help an outside agency learn the business, nor take a risk on a supplier that may not deliver on commitments. Discovering you're going to miss a target or deadline when it's too late to correct the problem just isn't good enough.

To hand off a demand generation tactic with confidence, you need to see the acumen and motivation you expect from highly capable people.

You want to observe in them an intimate understanding of your market; a desire for ownership over your goals; and the ability to leverage technology to keep you informed in real time. They should feel like an extension of your own team rather than a supplier.

With more than a decade of experience marketing technology solutions for firms like IBM, British Telecom, Sun, and HP, Advanced Alchemy combines big business know-how with small business agility for rapid demand generation. Years of mutual success have transformed these engagements into the longest client relationships in the business. Clients trust Advanced Alchemy to accelerate their demand pipelines and achieve incremental sales.



## Advanced Market Research

Technology vendors are often challenged to market innovations that show great potential for a variety of segments and job functions. But you can't be all things to all people. You need to identify the niches where the right variables converge into your best opportunities: your brand, channel partners, price point, demand, market maturity, profit margins, competition and other elements all inform the right decisions.

Years of experience in the technology industry and a willingness to ask tough questions contribute to the expertise Advanced Alchemy brings to market research. Rely on Advanced Alchemy to analyze the marketplace for the answers you need before committing budget and resources to a project.

## Advanced List Building

Demand generation lists are critical to your success but creating them is not glamorous work. As a result, list building is one of the most commonly overlooked steps in lead generation. Advanced Alchemy knows that the best lists are built by people who understand the business pains your prospects experience and how your solutions resolve them. This level of awareness demands industry experience.

To appeal to multiple buyers, third party lists often target the lowest common denominator among a range of prospects. And buying or renting a generic list tends to generate average results at best. List building by Advanced Alchemy targets only the right prospects for your value proposition. Qualifying your prospect list is time-consuming and detail-oriented. But it often makes the difference between average lead generation results on one hand, and exceptional pipeline figures and ROI on the other. Using a prospect list tailor made for your organization pays for itself many times over.

**Clients trust Advanced Alchemy to accelerate their demand pipelines and achieve incremental sales.**

If you have established a top quality list, it pays to protect your investment as business, people, and offerings change. With a core strength in inside sales processes, Advanced Alchemy is ideally suited to clean and maintain your list so it's ready for peak performance.

## Advanced Prospect Profiling

Demand generation hinges on identifying your target audience. Marketers that rush this step put their entire program at risk. Advanced Alchemy brings a fresh perspective to profiling your target audience that either confirms your research or discovers gaps that are easy to address once they're recognized.

A firm understanding of the prospect with whom you are trying to communicate means other program decisions on channel, message, and design are easier to make. Arming your sales people with profiles that identify the existing technology, hierarchy, and buying agendas for your target accounts before they pick up the phone improves your growth rates in existing accounts and your penetration rates for new ones. A complete prospect profile is a prerequisite to achieving your pipeline targets with the best possible ROI.

## Advanced Lead Generation and Follow-up

Effective lead generation can be frustratingly difficult. Developing the quantity and quality of sales leads required to meet your revenue targets demands unwavering attention to a long list of variables: audience, message, call to action, channel, design, fulfillment, and more. And it all has to be accomplished on brand, on schedule, and on budget. Marketers often have to manage several different programs concurrently. Success with one lead generation program only guarantees that others will follow.

As a boutique operation, Advanced Alchemy demonstrates a single-minded focus on your goals without the distraction of multiple priorities. This concentration supports a proven aptitude for rapid alignment of marketing program variables. Each of these skills, prospect profiling, list building, and market research come together with design and execution to give Advanced Alchemy start-to-finish expertise in demand generation. The result is years of mutual success with some of the technology industry's largest vendors.

## Advanced Win-Loss Reporting

What do your closed deals all have in common? Where are your competitors beating you? Is your sales force effectively trained? Where can you improve? Understanding your strengths and weaknesses from the prospect or customer's point of view can inform



every part of your business from sales and marketing to operations and product development.

Advanced Alchemy relies on its core strength in inside sales processes to excel at this kind of win-loss reporting. Since prospects are proven to be more honest responding to third-party questions, Advanced Alchemy can get important answers that you may never hear from your prospects and customers.

Data from win-loss reporting can be fed back into the beginning of your next demand generation effort for better targeting and better messaging. Similarly, this kind of intelligence helps you identify gaps in your channel and sales training that are acting as barriers to growth. It's a fundamental component of continuous improvement.

## Advanced Results

Whether you're building lists, identifying hot leads or learning why you won or lost specific deals, results speak for themselves. Demand generation programs by Advanced Alchemy add the credibility of proven revenue and ROI to your marketing efforts through incremental sales and accelerated production of pipeline. Continuous success is the foundation of Advanced Alchemy's long-term relationships with firms like IBM, British Telecom, Sun, and HP. To discuss how we can partner with you to achieve your demand generation goals, please contact us.

**Advanced Alchemy can get important answers that you may never hear from your prospects and customers.**

## Advanced Alchemy

Advanced Alchemy offers channel management, demand generation and field sales programs that result in incremental sales for B2B technology and telecom vendors such as IBM, Sun, HP, British Telecom and Nortel. Continuous success transforms these engagements into the longest client relationships in the business. With offices in the Americas, Europe, and Africa, you can also visit Advanced Alchemy at [www.advanced-alchemy.com](http://www.advanced-alchemy.com).

## CONTACT

### Americas

T: (416) 607-6951

F: (416) 482-3331

[info@advanced-alchemy.com](mailto:info@advanced-alchemy.com)

55 Eglinton Ave E.

Suite 804

Toronto, ON

M4P 1G8

Canada

### Europe

T: +44 (0) 1869 363700

F: +44 (0) 1869 363710

[info@advanced-alchemy.com](mailto:info@advanced-alchemy.com)

St. Edburg's Hall

Priory Road

Bicester

Oxfordshire

OX26 6BL

UK

### Middle East & Africa

T: +251 116 477707

[info@advanced-alchemy.com](mailto:info@advanced-alchemy.com)

507 Daminarof Building

CMC Road

Addis Ababa

Ethiopia

[www.advanced-alchemy.com](http://www.advanced-alchemy.com)