

## **Jamcracker: Selling A New Concept into IT**

### **The Challenge:**

As a pioneer of web-based applications and services, Jamcracker was far ahead of its market. Only early-technology adopters of ASP aggregation were candidates for the Jamcracker solution. The US market was just beginning to learn about subscription IT services, and were not positioned to buy.

### **The Objectives:**

Pilot a US lead-generation program to identify 500 prospects in the Northeast Region, and acquire appointments with 25 of the targeted companies within 60 days.

### **The Strategy:**

Develop an integrated marketing program to communicate the Jamcracker offer with the targeted audience by mail, email, telequalifying and direct sales meetings.

### **The Results:**

- Exceeded lead expectation within 60 days
- Expanded Program to include other US Regions

### **Reasons Chris Chosen:**

- Proven ability to quickly learn our market, our core value proposition, and our target audience
- Track record of pragmatic (not necessarily expensive) marketing programs