

# Case Study: The Salkin Group



*“This easy-to-use application helps me spend more time following up with leads and less time managing leads for our cooperative marketing campaigns.”*

**Elaine Salkin**

## Quick Facts:

### Industry

Direct Sales

### # of Users

18

### Objective

*To provide our team with an easy to use, fair cooperative ad campaign rotation system.*

## CUSTOMER PROFILE

Elaine and Michael Salkin own and operate a home-based direct marketing business, managing a nationwide team of independent sales associates from their home office in San Diego, California. Previously, they managed an interior decorating business but finally decided to close shop and go “virtual.” They started an online travel business and are now building a network of independent agents promoting an assortment of products and services.

***“We knew the technology was available to allow us to build a sizeable business working from home without the hassle of a brick and mortar operation.”***

The Salkins share a passion for helping their sales associates reach their earning potential. The goal was to tie-together a disparate work force operating in various locations. They knew they needed a web-based solution that the entire team could access remotely.

*“We wanted our sales team to have access to the tools and information they needed to grow.”*

## CHALLENGES

As the business grew, they began developing co-operative marketing strategies that effectively pool resources from participating associates. Elaine and Michael were managing the advertising and media buys, while their sales team handled the inquiries. Distributing leads manually through their toll-free phone number and website quickly became too much to manage. *“We were completely bogged down in the tasks required to track and manage leads. It became unmanageable very quickly.”*

## OBJECTIVES

To scale their marketing effort, the Salkin’s realized they had to automate the lead distribution and tracking process. The system had to accomplish the following:

- ✓ Allow advertising of the company’s main toll-free number
- ✓ Automatically sort and deliver lead responses to participating agents
- ✓ Allow control over distribution ratios, participation levels, and delivery sequences
- ✓ Allow real-time tracking to monitor response rates

## SOLUTION

The company activated one ClarifyOffice™ account for the head office and separate accounts for each of their associates. *“The set-up process was quick and easy. We were up and running in less than a week,”* says Salkin.

## RESULT

Responses from the company’s advertisements are now automatically distributed to participating associates. Leads are delivered directly to their online inbox. Campaigns are renewed on a regular basis and associates have the option to participate any particular month.

Distribution settings are managed from a simple web interface. The rest is automated. Responses are tracked in real-time and detailed reporting ensures accountability. *“Our follow-up processes are better than ever and our associates are turning more and more leads into sales.”*

## WEBSITE

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