



Sell Your Customers By Understanding Their Customers

Situation

Tellabs, a manufacturer of switching equipment sold to telecom service providers, had been viewed as an old-fashioned, inflexible developer of products, not solutions. Tellabs was looking to change that static perception and grow share in a dynamic environment in which its customers needed to change their service offerings almost daily to stay competitive.

Marketing Challenge

Tellabs' competitors were larger, better-known companies that were perceived as the industry leaders. So Tellabs needed a breakthrough strategy that would turn SUPERCOMM, the leading event for the telecom industry, into a selling opportunity for the sales force, particularly with 12 companies it identified as its most likely prospects.

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Solution

By focusing on the “echo boomers,” the fastest growing segment in the telecom market and a consumer group with incredible demands and deep pockets, Tellabs positioned itself as a forward-looking, innovative company that can help a service provider change with the times.

Outcome

The Tellabs campaign launched at SUPERCOMM, generated 42 meetings, 70 highly qualified leads, contact with all 12 specifically targeted companies and very tangible buzz throughout the industry.

