

## CASE STUDY / **Portrait** SOFTWARE <sup>®</sup>



A  **Pitney Bowes**  
Company



Portrait Software, founded in 1986 has over 20 years experience providing Customer Interaction Software for many of the worlds leading and global brands. With multiple offices around the globe and a philosophy based purely around the customer Portrait was recently acquired by Pitney Bowes therefore providing solid grounding for incredible future growth. A complex offer with multiple services meant they needed to build a proactive and disciplined sales process and they turned to Blossom to help them realise this.

### CHALLENGE /

Portrait already had a strong sales team, but this was predominantly in the area of organic client growth and not proactive outreach to a cold audience. With a highly technical offer and a mix of productised and consultancy based services the challenge was to use an insight led approach to understand the infrastructure of the companies they want to work with. A volume-based approach was needed and they required someone who would bring energy to this role to set an internal example as well as generate the necessary meetings to bring in new clients from cold. Working in tandem they also required a robust thought-led marketing strategy and a new social media policy to support these proactive efforts.

### INSIGHT /

As a company that focuses on B2C companies with large sets of customers the sales lifecycle at Portrait is a long one. As such a disciplined and long-termist view was needed for success. We also required a highly targeted and data-rich approach because Portrait offers services to a wide range of different market sectors. Being customer and loyalty focused meant they already had a large amount of insight they could translate into rich marketing and thought-led messages. As such getting marketing and proactive sales working in tandem was a large part of this strategy to help secure new clients in an already growing portfolio.

### SOLUTION /

First of all we advertised for a new insight sales executive through the Guardian and Brand Republic. The successful candidate, Luke, applied directly to the business and came to Portrait with a natural hunger and some great sales experience already in his armoury. Given the complexity of the offer we undertook a series of intensive planning sessions with Luke and the key stakeholders at Portrait where we defined a focused targeting model, a distilled message and also armed the business with necessary extra contact data to ensure they have all the tools in place to be effective.

### RESULT /

The training period at Blossom was designed as a 'bedding in' process to test the refined message we created together. But Luke, channelling his incredible energy into the right places was quick to start setting up a series of meetings.

Luke also took the lead in designing Portrait's first Linked In group and used social media as an environment to foster discussions with the prospects he was reaching out to. This dovetailed nicely with the marketing plan being led by one of the senior directors meaning Luke was soon armed with the tools he needed for success.

To this day Luke still spends the majority of his working week talking to decision makers across IT, CRM and any very senior marketer with a focus on customer loyalty, retention and engagement.

Deploying regular marketing initiatives, thought led pieces, white papers and their ever expanding library of cases studies meant Luke is able to create progressive touch points with his audience thus building an important sales pipeline.

A month after the Blossom programme finished Luke set up more than 15 meetings in a single month and his energy is now translating into tangible revenue for the business.

Now part of Pitney Bowes, Portrait has a much broader offering and support network in place that will no doubt result in continued success.

Luke has an excellent career history ahead of him and is well supported by a highly experienced consultancy led director team.