

**HARTE  
HANKS**

# CLIENT CASE STUDY



## MANUFACTURING

**COMPANY  
OVERVIEW**

**THEIR  
OBJECTIVES**

**OUR  
APPROACH**

**THE  
RESULTS**



## COMPANY OVERVIEW

Honeywell is a Fortune 100 company that invents and manufactures technologies to address tough challenges linked to global macro trends such as safety, security, productivity, and energy.



## THEIR OBJECTIVES

Honeywell relied heavily on their channel partners for business growth and prospecting. They were looking to diversify and expand their lead generation and were therefore looking for a partner to support pipeline growth in various regions in Europe, North America, the Middle East, and Asia Pacific. The company hoped to grow its pipeline in these regions, but with a more targeted approach and enhanced pipeline quality.



## OUR APPROACH

### Global coverage & selling in multiple languages

After strengthening our understanding of Honeywell's service offering, we used our proven processes to rapidly deploy a team of 11 SDRs across five different territories. These sales professionals had been trained to work at the Harte Hanks standard with the ability to sell effectively in 20 different languages.

As a direct result of our existing global footprint and our previous history selling into these different territories, our teams understood the different approaches to engagement required for overseas buyers, enabling a seamless and progressive ramp period. Honeywell was also able to quickly bypass some of the common challenges associated with outbound selling into these markets, through the learnings shared from our previous experiences.

### Deployment of WinTeam

Meeting on a weekly basis, Harte Hanks deployed a WinTeam that allowed our inside sellers to regularly meet with Honeywell's field sellers.

At these meetings the current progress in each respective area and any challenges and future plans was discussed. This was an opportunity for both sales parties to come together and share best practices, ideas and experiences in the region and to develop a sales strategy that set both individuals up for success. This strategy increased adoption of fresh initiatives and enhanced team spirit.



## THE RESULTS

**\$4.7m**

Annual pipeline drive

**700+**

Sales ready leads annually

**450+**

Sales qualified leads annually