



## Return on Investment is 10 to 1 with Prospecto®

*Enterprise software company was first client and still succeeds with Rally*

### Who Is Foxfire?

Large industrial warehouses seeking ways to manage their operations more efficiently and with greater order accuracy will seek out Foxfire. The company also works with a large distributor of warehouse technology equipment to provide a complete solution.

*"Our warehouse management software dovetails nicely with ScanSource," says CEO John Sterling. "It allows the ScanSource customer to solve the whole problem."*

Sterling and partners bought Foxfire in 2007, and soon after that, Foxfire became Rally Prospecting's first client.

### What Attracted Foxfire to the Prospecto® Solution?

Sterling has known Rally Prospecting owner Mike Cannon for years and was immediately drawn to Cannon's idea of replacing traditional cold calling with a technological solution that warms up prospects before sales teams contact them.

*"We don't do cold calling at all," Sterling says. "We tried it and had no success – ever."*

Rally is one of Foxfire's main sources of new leads.

*"It's continuous drip marketing, continuous awareness," Sterling says. "We're ready to help when all of a sudden someone says they've got this warehouse that's too big, too cluttered, spending too much on labor, and has too many missing shipments."*

Thanks to Rally's drip marketing, the customer who suddenly decides there's a need for a software solution will remember Foxfire and its emails.

*"We've got it imprinted on them that we can solve the problem when it becomes a problem," Sterling notes.*

Prospecto's ease of use also is what drew Sterling to this marketing solution: "The service operates without my having to do anything," he says. "All I have to do is approve the copy they are going to send out – once a month, and then our sales team picks up on the leads as they come in."

Sterling says he likes the way Prospecto ranks the people who respond to emails, based on the number of times they've hit the website.

"Our sales people can call someone who might not have engaged yet, but who clearly has shown some level of interest – based on the fact they've visited our website 30 times," Sterling adds.

### How Has Prospecto® Impacted Rally's Business?

"With Rally Prospecting, we've had at least a 10 to 1 return on investment every year, and as time goes on, it gets even better," Sterling says.

Rally has built a large database of logistic specialists, who are emailed regularly with content of interest to their field. When they are ready for more information about warehouse management software, Rally's data let's Foxfire know it's time to step in.

*"We have pretty large sales, so a couple of sales from Rally's services are good for us," Sterling says. "We're very happy with Rally."*