



Marketing Expertise that 'Virtually' Fits Your Business

Sherwood Systems Distinguished as the Longest Running Client in Virtual Marketing Director Program

Known as one of the most established Microsoft Dynamics partner organizations in Arizona, Sherwood Systems (Sherwood) has over 200 customers, including such high profile clients as the Arizona Cardinals, the Arizona Diamondbacks and the Phoenix Symphony. The Sherwood professionals take great pride in providing new products, outstanding services and very popular training classes to existing customers, but they also realize that new customers are critical to the future growth of the company.

In 2005, when Sherwood Systems learned about the Virtual Marketing Director program, they knew it would be a great fit for their business model. They needed a person who thought about marketing every day, who could drive the marketing strategy, and could interface with their Microsoft Partner Account Manager and Area Marketing Manager. General Manager, Pauline Zorz, provides her feedback on the value of the program.

Q. Prior to the Virtual Marketing Director (VMD) program, what type of marketing did Sherwood Systems do and where was your greatest need?

A. I would say we had a "hit or miss" marketing strategy. For example, we would execute a telemarketing campaign and then do something different after that. I don't think we ever followed a complete campaign through to the end with different "touches" – direct mail, email, telemarketing, seminars, etc.

Q. What interested you the most about the VMD program?

A. Honestly, the Virtual Marketing Director was the key selling point to me. We could get a really experienced, seasoned, professional marketing director, who not only knew how to market but she also knew how to "work" through some of the Microsoft walls. I think her expertise inside and outside of Microsoft is a huge benefit.

Q. What are some of the programs, activities, or initiatives you have done through the program?

A. Complete campaigns with multiple touches as mentioned above that we didn't do before. We now have a campaign focus and have integrated our print ads, website, emails, and direct mails under a common theme which showcases our strengths. The telemarketing resource our VMD secured and coached complements our campaign theme. We also participate regularly in the Microsoft Dynamics Jump Start webcasts, using those events as a strong call-to-action in our telemarketing efforts. Our VMD also stays on top of the Microsoft marketing programs and is always alert for opportunities we may have missed without her.

■ About the Virtual Marketing Director Program

The Virtual Marketing Director program is an affordable means of hiring an experienced Microsoft Dynamics marketing professional to assist you in generating new business and awareness for your company. If your organization is facing challenges in generating new business, executing marketing campaigns, improving your website or managing your marketing budget, then give us a call. For more information, you can visit our website at www.thepartnermarketinggroup.com or contact Cheryl Strege at 605.574.9432 or cheryl@thepartnermarketinggroup.com.

The knowledge and experience that the VMD brings is truly priceless. If you don't believe me, hire a marketing person and talk to me in six months. Unless you get lucky you will have spent many dollars and much time and will go back to the feeling that marketing just doesn't work.

Pauline Zorz, *General Manager*
Sherwood Systems

■ About Sherwood Systems

Sherwood Systems, a Microsoft Gold Certified Partner, is a provider of business and financial management solutions for small to midsize businesses in the U.S. with an emphasis on customers in the Southwest. In business since 1990, Sherwood Systems' extensive experience and in-depth knowledge of customer needs has helped businesses increase productivity, find new efficiencies, integrate complex systems, and eliminate unnecessary costs. Sherwood's dedication to outstanding customer service and unique customer-centric approach set the company apart from the competition. For more information contact Sherwood Systems at www.sherwood.com.





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Q. What has been the greatest benefit?

A. Building a strong marketing program with top notch professionals and not taking away from our other limited internal resources. I don't believe we could have done or would have done half of the things we have done over the last 4 years.

Really keeping us focused EVERY WEEK on our marketing activities. As a smaller partner, we get easily side tracked on things that are going on and didn't necessarily keep the marketing focus at the top of the list. It is really nice (and sometimes painful) to be kept on task and on focus with respect to the next week, month, quarter. We realize it's important to continually market and, in turn, build our own pipeline. We have always believed that we have to be responsible getting the majority of our own leads – this is critical.

Lastly, knowing that we don't have to train our marketing director on our industry. She knows what we do, how we do it (or should do it) and ways that have worked/failed in the past. The knowledge and experience that the VMD brings is truly priceless. If you don't believe me, hire a marketing person and talk to me in six months. Unless you get lucky you will have spent many dollars and much time, and will go back to the feeling that marketing just doesn't work.

Q. What type of advice would you give other partners who may be interested in the VMD program?

A. In order to maintain and grow, you need to have marketing activities every week, month, quarter. You may not be actually executing a campaign but it must be a focus and there should be a calendar/plan attached to it. If we don't generate our own leads, we will all be unsuccessful in adding new customers.

Q. How has the VMD services impacted your business?

A. I hope I'm not repeating myself, however, it has allowed me to focus on other aspects of our business, yet I have the confidence that things will move forward and progress without my constant interaction. It is great to feel and say that the VMD is another Sherwood employee. I have all the confidence, respect and trust in our VMD as if she were a full-time person on our team.

When it comes to marketing, many partners are stretched thin when trying to give adequate attention to it. Many times, partners become so busy running the company's daily operations that marketing is put on the back burner or is done inconsistently, resulting in lack luster results.

Don't let this happen to you! The Virtual Marketing Director program might be a perfect fit for your company. It's an affordable means of hiring an experienced marketing professional to assist you in generating new business, up-sell/cross-selling to your existing customer base, improving your web site from a simple online brochure to a lead generation vehicle, managing your marketing budget, and laying out your marketing strategy so it maximizes your business opportunity.

For more information, contact Cheryl Strege — **P:** 605.574.9432 **E:** cheryl@thepartnermarketinggroup.com or info@thepartnermarketinggroup.com.