

## CORPORATE RAIN CASE STUDIES

---

We make the connections,  
leaving you free to do  
what you *do best*.



## TABLE OF CONTENTS

CORPORATE RAIN CASE STUDIES .....	1
TABLE OF CONTENTS .....	2
FORWARD .....	3
CASE STUDIES   ABITIBIBOWATER, INC.....	4
CASE STUDIES   KSSG.....	5
CASE STUDIES   SCHWARTZ COMMUNICATIONS.....	6
CASE STUDIES   DEBERSICO CREATIVE GROUP .....	7
CASE STUDIES   INTERACTIVE EDGE.....	8
CASE STUDIES   COLUMBIA BUSINESS SCHOOL .....	9
CASE STUDIES   EASTER SEALS .....	10
CASE STUDIES   MULTIPLE SCLEROSIS .....	11
CASE STUDIES   AT&T .....	12
CASE STUDIES   CHANNELL COMMUNICATIONS .....	14
CASE STUDIES   GREAT FOREST, INC.....	15
CASE STUDIES   OVID TECHNOLOGIES.....	16
CASE STUDIES   BRIDGE-RECORDS .....	17
CASE STUDIES   BUZZAGENT, INC.....	18
CASE STUDIES   MODERNMED .....	19
CASE STUDIES   WIND ENERGY .....	20
CASE STUDIES   NEW GENERATION BIOFUELS.....	21
ABOUT CORPORATE RAIN INTERNATIONAL .....	22

## FORWARD

[Corporate Rain International](http://www.corporaterain.com) is the elite national company specializing in high-end new business initiation on an outsourced basis.

Our clients include Deloitte & Touche, Marsh, Con Edison, Wells Fargo, Avaya, Gallup, Kroll, Interbrand, Ogilvy & Mather, AT&T, Fortis, PBS, The National Multiple Sclerosis Society, Easter Seals, Columbia University, Harvard University, and SunGard to mention but a few.

[Corporate Rain](http://www.corporaterain.com) is a discreet, closely held company that does not advertise and is ethics and reputation based.

In our eighteen years of existence we have succeeded for three primary reasons:

We use high-level executives to do the sales initiation work (i.e. former VP's of corporations, people with advanced degrees or owners of businesses);

Our contracts are written to client convenience and flexibility;

And most importantly, Corporate Rain emphasizes courtesy above success.

Our representation of our clients is invariably bespoke, discreet and highly customized.

[Corporate Rain](http://www.corporaterain.com) only hires executives with a moral center and people who truly care about other people and the world they live in.

Simply put, we are a golden rule company. We treat people like we would want to be treated. That said, however, we are fiercely aggressive proponents of our clients. The fact that these two statements are not a contradiction is quite unique to [Corporate Rain International](http://www.corporaterain.com) in the outsourcing business community.

We were listed as the top executive sales outsourcer for small business in 2003 by Pitney Bowes; we were one of Crain's (NY) notable small businesses in 2004; we were finalists for Entrepreneur's Hot 100 Companies in 2006; we have been ranked #3 globally by the Black Book of Outsourcing; and we are a member of the Inc. 5000.

Additionally, [Corporate Rain International](http://www.corporaterain.com) is well-known for its specialty in highly effective trade show sales maximization, creating and following up on executive speeches and regional sales blitzes, as well as its laser accurate research division, DirectHit™, and specialty in supporting non-profits.

Sincerely,



Timothy W. Askew  
CEO & Founder

## **CASE STUDIES | ABITIBIBOWATER, INC.**

*“They wanted more meetings at their trade show...”*

### **PROBLEM**

AbitibiBowater had scheduled for several of their sales and marketing executives to attend two different trade shows in different cities. The Direct Marketing Association (DMA) show was being held in Chicago, IL and the Document Management Industries Association (DMIA) show was being held in Las Vegas, NV. However, both show dates were quickly approaching and they didn't feel there was enough time to conduct any type of meaningful lead qualification. They needed to increase their visibility. Specifically, they wanted to enhance their booth traffic at the National Association of Convenience Stores conference, schedule more substantive one-on-one appointments during the event, as well as post-conference follow-up.

### **SOLUTION**

Time constraints did not pose a problem for [Corporate Rain's](http://www.corporaterain.com) team of sales executives, who were able to start targeting potential clients immediately. After a brief training session with AbitibiBowater, [CRI](http://www.corporaterain.com) appointed three senior executives, who were each making an average of 120 calls per week for a total of three weeks. [CRI](http://www.corporaterain.com) spent a combined 60 hours on calls during this three-week campaign with a success rate of 14%. The results from both shows were outstanding. In less than a month, [CRI](http://www.corporaterain.com) set a combined total of 80 appointments.

## CASE STUDIES | KSSG

*“They wanted more meetings at their trade show...”*

### **PROBLEM**

KSSG is the leading provider of pricing and revenue management systems for the retail and petroleum industries. Their products, PriceNet and PriceStart, had only been available in the US since 2000.

They needed to increase their visibility. Specifically, they wanted to enhance their booth traffic at the National Association of Convenience Stores conference, schedule more substantive one-on-one appointments during the event, as well as post-conference follow-up.

### **SOLUTION**

[CRI](#) engaged in an intensive 5-week calling period prior to the 2002 conference, generating 21 meetings for KSSG.

The effort was so successful KSSG extended the [CRI](#) contract to follow-up after the conference and to pursue new contacts – three successful business deals were closed as a result.

## **CASE STUDIES | SCHWARTZ COMMUNICATIONS**

*“They wanted more meetings at their trade show...”*

### **PROBLEM**

Schwartz Communications is the largest PR agency in New England, specializing in high-tech and medical technology.

After 9/11 the PR industry became mired in a major downturn. This combined with the bursting of the tech bubble hit Schwartz particularly hard. They needed new business.

### **SOLUTION**

[CRI](#) developed a multi-faceted strategy for approaching targeted corporations. Setting appointments at a variety of trade shows proved to be especially effective.

Over a period of 14 months more than 2,000 companies were approached. Nine deals were closed with projected billings of well over \$3,500,000.

## CASE STUDIES | DEPERSICO CREATIVE GROUP

*“They wanted to expand into new industries...”*

### **PROBLEM**

DePersico focuses on brand image packaging, specializing in the food industry. They were ready to branch out and seek new opportunities in categories such as personal care and home improvement.

DePersico needed to increase its appointment rate for new business, and didn't have the staff/time to pursue this goal internally.

### **SOLUTION**

[CRI](#) research potential targets from brokers, prequalified the contacts for accuracy and relevancy, for directors of sales and marketing first at local businesses and then nationwide. Focused on DePersico's ability to execute on-target, on time, in budget. [CRI](#) trained directly with the VP at DePersico, reviewing sales and materials, etc.

DePersico campaign has been flourishing for more than ten years, averaging two appointments per week with high-level decision makers at potential new customer companies. Millions in closed business.

## CASE STUDIES | INTERACTIVE EDGE

*“They wanted to expand into new industries...”*

### **PROBLEM**

Interactive Edge is the industry leader in developing high-impact marketing and presentation software. Due to their flexibility in custom-tailoring technology solutions for their clients—particularly in the consumer packaged goods industry—Interactive Edge has enjoyed stunning growth since their founding in 1994.

Despite having set the CPG industry standard for sales presentation software, Interactive Edge was having difficulty gaining footholds in other industries in which their applications could be having significant impact. They wanted to reach key decision makers in new markets—specifically Apparel, Publishing, Health and Beauty, Pharmaceutical, and Automotive.

### **SOLUTION**

[CRI](#) custom-designed a campaign to gain access to Sales and Marketing decision makers in targeted industries, with separate marketing materials developed for each industry. After one year, [CRI](#) arranged over 70 introductory meetings with senior-level execs at major corporations such as Merck and Company, Dow Jones, Ralph Lauren, and Coors, among many others. Several closed contracts.



## CASE STUDIES | COLUMBIA BUSINESS SCHOOL

*“They wanted an outsourced-non-profit approach to corporations...”*

### **PROBLEM**

Columbia Business School has been working with the global business community for the past 60 years, exploring solutions to the most pressing corporate challenges. Their unique combination of tools and approaches, presented by faculty that understand, from personal experience, the pressures of leading organizations, creates a learning environment that empowers partners through transformational ideas. This is accomplished through both open enrollment and customized learning sessions. Columbia needed to increase attendance to several of their top Executive Education program sessions.

### **SOLUTION**

[Corporate Rain](#) organized all of Columbia’s inquiry lists and put them into a scrubbing process for data integrity. The [CRI](#) team worked through these inquiry lists, calling each contact to introduce, reintroduce, and register executives for Columbia’s 2010 & 2011 CEM, CSEP, FANE, GMLP, and SMM Programs.

The CRI team called over 1900 contacts to follow up on their inquiry and provide education on the various programs. The team also suggested a general calling effort to high-level HR contacts at Fortune 500 companies to introduce Columbia’s programs for C-Level Executives.

The team was able to register many companies for Columbia’s Executive Education programs, including their Gold Standard 26-day programs. In addition to registrations, the [CRI](#) team provided Columbia with over 80 hot contacts that had interest in future programs, and 30 meetings for HR introductions.

## CASE STUDIES | EASTER SEALS

*“They wanted an outsourced-non-profit approach to corporations...”*

### **PROBLEM**

For over 85 years, Easter Seals has been helping individuals with disabilities and special needs live better lives. Through a network of over 550 sites nationwide, Easter Seals provides services such as: medical rehabilitation, job training, childcare, camping and recreation.

Easter Seals wanted to increase corporate marketing partnerships, continue to build Easter Seal’s name and public awareness nationally and on a local level, and to increase participation and sponsorship opportunities for their “Walk with Me” events.

### **SOLUTION**

[CRI](#) worked with Easter Seals to secure targeted lists from brokers, cleaned their lists to reach out to VP level contacts, and then turned the information into working databases for the [CRI](#) sales team. We then aggressively pursued key prospects and networked through their companies to introduce Easter Seals and set high-level appointments. Starting in 2005, [Corporate Rain](#) has generated numerous meetings with companies like Saks, Hyatt, Advance Auto, Deloitte & Touche, and Wyeth, just to name a few. Easter Seals continues to work with [Corporate Rain](#) on a project basis to increase awareness for their regional Walk with Me events and breakfasts.

## CASE STUDIES | MULTIPLE SCLEROSIS

*“They wanted an outsourced-non-profit approach to corporations...”*

### **PROBLEM**

The National MS Society is a collective of passionate individuals who want to do something about MS now—to move together toward a world free of multiple sclerosis. The National MS Society helps each person address the challenges of living with MS through a 50-state network of chapters. The Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services that help people with MS and their families move their lives forward.

Multiple Sclerosis wanted to expand their business development into the areas of program sponsorship, event partnership, product donations, or by supporting teams of employees participating in our fundraising events.

### **SOLUTION**

The National MS Society partnered with [CRI](#) to help meet their new business goals. For over five months, [CRI](#) made contact with C-Level and VP level contacts of over 300 companies to secure meetings to introduce The National MS Society and the benefits of corporate sponsorship.

Over 40 appointments were generated by [CRI](#) in the five month period with companies like Apple, Barnes and Noble, Cigna, Federated Department Stores and IBM, just to name a few. Our campaign resulted in a full pipeline for the MS Society and many potential future partnerships.

## CASE STUDIES | AT&T

*“They wanted to spin off one of their operations into a sub-division...”*

### **THE PROBLEM**

AT&T is the largest telecommunications company in the world. For years, AT&T had perfected their internal bill, remit, and return mail processing. Now, how to outsource this operation as a service to other Fortune 5000 companies?

Needed a team of people to help create a new subdivision, which would market and sell these services.

### **THE SOLUTION**

[Corporate Rain](#), together with Spectrum Design and Digiton Research, created a new subdivision of AT&T. [CRI](#) handled the company name, look, and feel with involvement in all- collateral design. CRI also trained AT&T’s senior execs in sales.

Significance: [CRI](#) has been involved in the creation of a sub-division within a Fortune 500 company, soup-to-nuts. In 16 months, [CRI](#) scheduled over 60 meetings for AT&T, resulting in seven different multi-million dollar contracts, including the City of Atlanta.

## **CASE STUDIES | CERTUS CORPORATION**

*“They wanted to expand into larger markets...”*

### **PROBLEM**

Certus Corporation is a leading provider of Accounts Receivable outsourcing to more than 1,400 of the nation’s most prominent health systems, hospitals, physicians, and insurance companies.

Certus wanted to penetrate the C-suite of hospital administrators nationwide in order to introduce their new service. However, with a list of 7,200 potential contacts, and a total in-house sales force of four Business Development Directors, Certus lacked the capacity needed to reach their targets.

### **SOLUTION**

After reviewing industry trends, problems, and competition, [CRI](#) accompanied a Certus Business Development Director on a new business appointment in order to learn, first hand, the complexities and demands of a Certus Sales Pitch. CRI then devised a regional strategy to target hospital systems. A number of meetings were set up in quick succession.

Over a period of 6 months, [CRI](#) scheduled 25 appointments, most notably with large institutions such as Vanguard Health Systems, the Medical College of Virginia Hospitals, Universal Health Services, and UC San Francisco. The campaign was so successful; Certus expanded their contract with [CRI](#) to head up their Government Reimbursement Services Division, again successful.

## CASE STUDIES | CHANNELL COMMUNICATIONS

*“They wanted to expand into larger markets...”*

### **PROBLEM**

Channell Communications is a full-service web application developer and e-business strategist. Not long after having made the transition from a print design firm to a web based one, Channell picked up a major Internet Design award for their work with Merrill Lynch.

Channell wanted to leverage their award-winning designs in order to gain more corporate business. However, their small in-house sales staff was having difficulty opening new doors.

### **SOLUTION**

[CRI](#) was hired to arrange meetings for Channell with the CTOs, CIOs, and other top-decision-makers at major corporations in the New York metropolitan area. A targeted pitch letter was developed to emphasize Channell’s recent good publicity, and two CRI associates followed up with executives from more than 450 companies.

Over six months, [CRI](#) organized approximately 50 in-person meetings for Channell Communications, resulting in the closing of two major contracts—one of which was with Chase Manhattan Bank.

## **CASE STUDIES | GREAT FOREST, INC.**

*“They wanted to expand into larger markets...”*

### **PROBLEM**

Great Forest, Inc is the premier waste management consultant in the greater New York City area, specializing in helping local firms set up recycling and environmental programs in addition to reducing needless waste costs.

Although Great Forest dominated the local market, it had been unable to extend its reach into national markets. They needed to be introduced to the environmental decision makers at national corporations in addition to multiple location franchises.

### **SOLUTION**

[CRI](#) was hired to execute a marketing strategy that would open what were considered to be previously closed doors. A targeted mailing was sent to over 600 companies, and [CRI](#) succeeded in scheduling meetings with decision makers at institutions as widely varied as Xerox, Texaco, Toys ‘R Us, Duracell, Coca-Cola, and the Frick Museum.

More than 400 meetings were scheduled for Great Forest executives. Over 80 formal contracts were negotiated. To date, 35 have closed.

## CASE STUDIES | OVID TECHNOLOGIES

*“They wanted to expand into larger markets...”*

### **PROBLEM**

Ovid Technologies is the leading provider of biomedical research information to corporate, medical, and academic institutions around the world. Their user-friendly interface has garnered widespread praise for its unique features as well as its ability to facilitate information retrieval for both the lay and professional researcher.

Ovid wanted to wrap their various databases into a single discounted package targeted at Biotech companies in all 50 states. They needed to meet the decision makers responsible for purchasing information resources for the Biotech industry—often, the companies’ owners themselves.

### **SOLUTION**

[CRI](#) was hired to pave the way for Ovid’s Sales Reps in California, New Jersey, and Illinois. [CRI](#) cleaned and updated Ovid’s prospect list, identifying the appropriate targets and ensuring accuracy and relevancy. Ovid then made a product offering to 238 biotech companies in all three regions. Two [CRI](#) executives followed-up, confirming product interest and willingness to meet.

Over 150 meetings were scheduled , at which point the campaign was expanded nationally.



## CASE STUDIES | BRIDGE-RECORDS

*“They wanted to expand into larger markets...”*

### **PROBLEM**

Bridge Records is a small record label specializing in classical and contemporary music. Despite having what the Washington Post referred to as “a highly selective and consistently excellent catalogue”, their small size prevented them from achieving national and international distribution. They needed access to distributors.

### **SOLUTION**

Bridge hired [CRI](#) to develop a sales campaign aimed at obtaining meetings with the chief executives of over 600 distribution companies worldwide. Highlighting Bridge’s high-quality, award-winning catalogue, [CRI](#) went to work, arranging meetings for Bridge with companies in England, Germany, France, the Netherlands, and at industry conventions in Cannes, San Francisco, New York, Copenhagen, and Tokyo.

After a nine month campaign, Bridge achieved immediate sales growth of \$250,000. The cost to them: \$19,000.

## **CASE STUDIES | BUZZAGENT, INC.**

*“They wanted to expand into larger markets...”*

### **PROBLEM**

BzzAgent needed to increase their exposure with their ground-breaking WOM campaigns and wanted to reach large corporations. However, due to Bzz’s small staff size, they could not afford to reach their targeted companies and needed help from an outside source. Additionally, BzzAgent’s sales department needed to focus on nurturing their current business relationships and needed help starting new ones.

### **SOLUTION**

For fourteen months straight, Bzz partnered with [Corporate Rain](#) to initiate new corporate business. Their campaign consisted of 10 hours per week of calls and reached more than 900 target prospects. The total number of hours spent on these calls exceeded 560 hours with a success rate of just over 27%, including future possibilities. The campaign eventually expanded into the Canadian market where [CRI](#) worked closely with BzzAgent’s Canadian team.

105 appointments were generated for BzzAgent over fourteen months. Projects were generated with Molson Coors, Lego Systems, Jenny Craig, Reebok, General Mills and The J.M. Smucker Company, among others.

## CASE STUDIES | MODERNMED

*“They wanted to expand into larger markets...”*

### **PROBLEM**

Most corporations make their employee healthcare decisions in the summer/fall for the following fiscal year. However, ModernMed did not have the resources to reach out to their customer base of more than 1,000 local businesses in time. They needed help from someone who could learn their unique business model quickly and hit the ground running, setting executive sales appointments.

[Corporate Rain](#) proposed a campaign to help ModernMed reach out to more than 1,000 corporations in Utah, Wisconsin, Florida, New York and Texas, where they have current practices. The objective was to set as many qualified first-meetings as possible during the time period when companies were reviewing their healthcare choices for the upcoming year. These conversations necessitated serious ROI discussions and involved educating potential clients.

### **SOLUTION**

First of all, [Corporate Rain](#) built and qualified a custom list that included medium-sized corporations in the geographic regions where ModernMed already had practices. Within days, [CRI](#)'s sales executives began making calls to prospective clients and setting appointments for ModernMed's executive team. Throughout the campaign, [CRI](#) helped ModernMed further refine their targets and messaging based on employee size, annual revenue and industry type, resulting in a more direct approach and higher appointment rates.

Within the first year of this ongoing campaign, ModernMed received more than 100 money qualified, highly prepped first meetings with both public and private corporations where there are current practices. Of these leads, more than 25% have converted into new clients and another 20% are currently negotiating terms for their contracts. This campaign has been so successful that ModernMed recently doubled their campaign.

## CASE STUDIES | WIND ENERGY

*“They wanted to introduce potential clients to innovative ‘green’ technologies...”*

### **PROBLEM**

Wind Energy is committed to transforming the possibility that “Every commercial building can power itself ... And wind is an essential part of the solution.” They have developed a revolutionary, patent pending wind sail designed to be around commercial buildings and people. Windy™ is beautiful, quiet, bird friendly, and generates power. She has great marketing potential allowing our partner companies to visibly meet their sustainability goals in renewable energy.

Wind Energy needed help to determine who to target as well as reaching their target market with a succinct message creating a steady pipeline.

### **SOLUTION**

In a very short period of time, [Corporate Rain](http://www.corporaterain.com) developed a list of key target contacts and began cultivating relationships and setting appointments for Wind Energy’s executive team, particularly Jack Phillips and Jim Fugitte. [CRI](#) helped Wind Energy refine their targets and messaging resulting in a more direct approach and higher appointment rates. Within the first few months of calling, [CRI](#) has created ongoing relationships for Wind Energy with companies like Bed Bath and Beyond, Caesars Entertainment, Coca-Cola, Hartford Insurance, Lowe’s, MGM Resorts, Motorola Solutions, ProLogis, Wal-Mart, Ford, Staples, Siemens, Macy’s, Whole Foods, United Services Automobile Associations, Wyndham Worldwide, UPS, Haynes and Boone, and many others. Coke and Ford have closed, with several pending.

## CASE STUDIES | NEW GENERATION BIOFUELS

*“They wanted to introduce potential clients to innovative ‘green’ technologies...”*

### **PROBLEM**

New Generation Biofuels (NGB) is an energy start-up that provides a precision blended biofuel product made from any number of new or recycled vegetable oil or animal fat feedstock's without using a complicated chemical reaction and without producing hazardous nitrogen or sulfur by-products.

NGB has run extensive testing on their product but needed help to determine who to target as well as reaching their target market with a succinct message that focused on energy savings and environmental impact.

### **SOLUTION**

In just a short period of time and working through a series of several hundred key energy contacts, [CRI](#) cultivated relationships and helped build the much-needed trust that NGB now receives. Although all prior testing and environmental impacts exceeded governmental regulations and guidelines, NGB relied on [CRI](#) to help gain traction with their targets, leading to many appointments and eventual engagements.

NGB had more than 120 qualified appointments within the first year of their ongoing campaign. [CRI](#) has been instrumental in refining NGB's target universe and helping them develop their messaging. In addition, [CRI](#) has been actively involved in helping them secure their first paying clients with companies like Delta Chemical, Johnson & Johnson, Taunton State Hospital and First Florida Biofuels, to mention but a few.

## ABOUT CORPORATE RAIN INTERNATIONAL

[Corporate Rain International](#) was founded in 1996 when CEO Tim Askew recognized the need for a sophisticated, ethical, high-end company in executive sales outsourcing. Having worked for a number of leading business consulting and marketing companies in New York, Tim rapidly saw that the sales process didn't have to involve the traditional notion of "selling", of convincing someone to purchase a product against their own wants or needs. Instead, it was all about respectfully and discretely communicating the truth.

And [Corporate Rain International](#) was born.

Now in business for 18 years, and employing more than 30 executives and entrepreneurs, [Corporate Rain International](#) enjoys a unique culture in the world of "businesses that grow businesses." We cherish our clients *and* their potential clients.

At [CRI](#) we realize that it's not about the sale, per se-but rather about the relationship and tone between two people or entities. *We guarantee the very highest quality, discrete interactions at all times when representing our clients, thus putting them in the best position to reap the rewards of dependable long-term executive development.*

We invite you to start a discussion with us about your selling needs. [Please click here to get started.](#)