

INTERAMARK CASE STUDY INSIDE SALES

Interamark Success Story

Interamark Helps Cisco Inside Sales Communications Team to Develop Global Marketing Effort



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Challenge

Initially, Cisco approached Interamark to develop a dynamic PowerPoint presentation for the Inside Sales FY06 "All Hands" sales meeting. Cisco wanted to improve all aspects of the presentation, from overall message to design to content.

Approach

Working closely with Cisco marketing executives, we developed a comprehensive presentation that resonated with the speaker, the Vice President of Inside Sales. We also developed a tagline for the FY06 presentation, "Envision Peak Performance," and this became the overall meeting theme. The success of this presentation led to the creation of many more deliverables, such as office panels and screensavers, all incorporating the Envision Peak Performance theme.

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Results

The participants, as well as the VP, raved about the All Hands presentation both years. A singular global theme enabled the organization to focus on a common goal. It also provided a year-long framework for the communication team as they interacted with the sales team. In addition, the theme and visuals were used to create a dynamic sales environment in the organization's offices throughout the world.