



## Case Study

### Carmazzi Global Solutions Achieves Huge Wins after Implementing MTG's Market Intelligence Solution

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*"When we started testing the Mentor Tech Group database, we quickly realized the contacts were the exact targets we were seeking. They were actual decision-makers, in charge of budgets for the services we provide. The key to our success is having the right contacts to work with, right from the start. MTG has given us that edge."*

- Michael Coates, Business Development Manager of Carmazzi Global Solutions

## Summary:

Carmazzi's growth had been relatively static over the years, with most new business coming from referrals, and in-house accounts growing by a small margin of 2-3% each year. With a new initiative in place to grow the business, they needed a source of high quality decision-maker contact information. Mentor Tech Group was chosen as the market intelligence partner to provide a highly specialized database of e-learning, Corporate Training, and Talent Management decision-makers.

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Within the first 18 months of employing the Mentor Tech list, Carmazzi has achieved the following impressive results:

- Invoiced 34 times the cost of the list by the end of year two!
- Secured new deals with Walmart, and a Fortune 500 business
- Quadrupled the number of contacts with whom they have regular dialog
- Qualified another six highly desirable pipeline leads, which they are currently working toward close

## Company Profile:

Founded in 1998, Carmazzi Global Solutions (CGS) is a leader in comprehensive language management solutions, offering a variety of language services to global clients in the Training and Development, Government, and Banking sectors. Their target market includes any company seeking language management solutions.

Carmazzi's services include:

- Translation
- Interpretation
- Localization / Internationalization
- Content Creation for a Global Audience
- Multimedia & Audio
- Cultural Insights
- Business Support

Headquarters: Sacramento, CA

Website: [www.carmazzi.com](http://www.carmazzi.com)

## Business Challenge:

Carmazzi's mission is **to enable worldwide clients to connect cultures, and propel success in the global marketplace**. They aim to achieve this goal by providing essential language management solutions to connect people from varied cultures around the globe. Their target market includes companies requiring language services, and the decision-maker contacts usually reside within the training, e-learning, or talent management department at such companies.

To achieve company growth, previous marketing efforts had included some sporadic email campaigns to their in-house list, as well as presenting at industry conferences, and networking to gain referrals. However, Carmazzi's in-house database and small, organically developed lead pool was insufficient to support the growth goals of the company.

To broaden its global impact, Carmazzi's leadership determined that new strategic account decision-maker contacts needed to be identified. To develop this new base of contacts, it was imperative to reach outside of the company, to source a database of key decision-makers responsible for e-learning, corporate training, and talent management in the top US companies.

### **Solution:**

Carmazzi hired a marketing agency to source the best available market intelligence data to meet their target market needs. That search brought them to Mentor Tech Group, selected due to the highly specialized nature of its database of training decision-maker contacts.

After researching a number of resources, the marketing agency determined that Mentor Tech Group's market intelligence solution was the best available option. MTG's market intelligence database contains decision-maker contact information gathered via direct phone calls by MTG's training industry professionals. In addition, every contact in the MTG database is verified every four months, resulting in a highly accurate database of contact information. The MTG market intelligence provided to Carmazzi included accurate contact info for real decision-makers, including: contact direct-dial numbers, mailing addresses, direct email addresses, and additional comments or notes whenever possible.

### **Implementation:**

Michael Coates joined Carmazzi in 2014 as Business Development Manager. Prior to his work at Carmazzi, Michael had worked for another firm, where he had to source and develop his own target list, building out contact information one person at a time. It was an exhaustive process, and a huge waste of his time.

In his new role at Carmazzi, his mission is to hunt for new business to help grow the company. To Michael's pleasant surprise, the Mentor Tech Group data had already been loaded into Carmazzi's Salesforce system prior to his start date, and was ready for his immediate use. Upon initiating his outbound phone calls, Michael found the MTG list to contain accurate information for REAL decision-maker contacts responsible for training at top US companies. He was thrilled...

*"No more hunting and pecking around to find decision-maker contacts, no more hours wasted self-sourcing contact information; it was all there in the system, with accurate contact information, ready for business development calls to be made!"*

Michael has implemented a one-two sales approach to work through each Mentor Tech lead in the database. By calling each contact, Michael reaches about 10% of the contacts on the first call. For those he doesn't reach immediately, he leaves a "short, sweet, engaging" voice message and sends an immediate follow up email. He repeats this process every 30 days, netting more qualified leads each time he works through the list.

In addition, the Mentor Tech Group leads are included in Carmazzi's drip email campaigns, adding further exposure and brand awareness to support Michael's outreach efforts.

Overall, Carmazzi's approach to their marketing and sales efforts is always engaging, value-based and educational, adding an appeal to Michael's message, and an increased sense of credibility associated with the Carmazzi company name.

### Results-to-Date:

Carmazzi's results-to-date have been truly impressive! From the initial MTG database they received, they have expanded their list parameters, and renewed for their second year of using MTG's data.

As a direct result of using the MTG data, they have closed two of their top five NEW named target accounts, resulting in the following revenue to date:

Client	Year 1 Sales	Year 2 Sales
Tiffany & Co	\$86K	\$150K
Walmart	\$20K	\$150K+
Totals	\$106K	\$300K+

More impressively, Carmazzi estimates the **annual potential sales for the Walmart account to grow to between \$500K to \$1M yearly revenue** within the next five years, as Walmart continues to adopt and expand the use of Carmazzi's services across their global business locations.

Michael indicated that without the MTG data, it would have taken him a significant amount of time to locate the right decision-maker contacts at these companies. But, with the MTG market intelligence, he just needed to pick up the phone to reach out and begin working through the leads to gain interest, schedule calls, and close business. Mentor Tech Group provided information for the exact decision-makers requiring Carmazzi's services.

Michael's key advice to others seeking to use the MTG database:

*"Don't give up on it. Keep working the list. You'll get out of it what you put into it."*

For further information about Mentor Tech Group's Corporate Training and HR market intelligence solution, please contact Mentor Tech Group at: 651-457-8600, Ext. 3.