

## SwordCiboodle

be served, be solo, be social

### » ABOUT SWORD CIBOODLE

Sword Ciboodle has been helping large organizations improve their customer service and sales operations since 1986. The company serves a wide variety of industries from financial services to retail energy to retail telecommunications and media and consumer goods, and provide consistent results for their clients. It's no surprise that many of their customers have been with them for more than a decade. Sword Ciboodle helps improve the way large organizations interact with their customers by achieving higher revenues and reducing operational costs through customer service and sales operations improvement software.

### » THEIR BUSINESS CHALLENGE

As Sword Ciboodle's products are mostly utilized by large corporations and deployed across the enterprise, the company's sales team needed to communicate the impact of their services from an IT perspective to key decision makers. This person is most often the CIO. While Sword Ciboodle had participated in other events, tradeshows, and conferences with the goal of generating new leads, they were consistently finding that they were not interacting with the right level of executive. The Sword Ciboodle sales team needed to interact with senior IT executives – CIOs. In addition, they needed to have in-depth conversations with these executives in order to explain the impact Sword Ciboodle software can have on the business.

*"I've been an events manager for 6 years now and I've seen everything. CDM Media events are the highest quality we've ever attended. You guys run a high quality, tight ship, with everything done to high specs and a high level. The team that runs things is the most enjoyable group of people we work with on a day to day basis."*

Rachel Tait, Marketing Director

### » GOALS/TARGETS

Sword Ciboodle's main objective at technology gatherings is to create opportunities for new business. As the company's software is quite complex, most of their sales are based on relationships created with senior IT executives. They determined the number of leads they wanted to generate from each conference they attended, as this was the primary driver behind lead and demand generation.

### » A POTENTIAL SOLUTION

After attending several events that returned very few qualified leads in comparison with the investment made, the marketing manager went to the Internet for new ideas. Her search returned a number of sites for events hosted by CDM Media. While the CIO Summit programs that CDM Media offered were a larger investment than some of the tradeshows that Sword Ciboodle had previously participated in, the exposure to the CIO community that they promised was tremendous, and included the one-on-one interaction that Sword Ciboodle needed to reach IT executives.

### » THE BEGINNING

Sword Ciboodle attended the CIO Insurance Summit in late 2009, which focused on the challenges IT leaders were facing across the country. The agenda highlighted the need for impactful customer service and sales operations improvement programs - a great fit for Sword Ciboodle. Over the course of two-and-one-half days, the CEO and VP of Sales at Sword Ciboodle had 16 one-on-one meetings with CIOs from Fortune 1000 organizations. In addition to the pre-determined meetings, the Sword Ciboodle executives participated in gala dinners, a cigar and cognac tasting, and hours of networking. The quality leads brought out of this event far exceeded those that came out of events with 20 or 30 times the number of attendees. Simply put, the Sword Ciboodle executives reached the right audience in the right environment.

*"I found this format to be a much more effective way to identify good, solid leads. The final assessment will be based on closed business in 2011."*

Jason Lundy, VP Sales

### » TODAY

In 2011, Sword Ciboodle invested in six different CDM Media CIO Summit programs across various verticals. Attending executives left each event with 5-6 significant, qualified leads. They are close to closing a multi-million dollar contract with a large organization, representing a roughly six month sales cycle. The typical sales cycle for Sword Ciboodle software is around 18 months. The executives that they are now speaking to from CIO Summits in Q4 of 2011 are filling the pipeline for next year. They've also met with multiple partners and industry peers at the events - just another benefit of attending.

In 2012, Sword Ciboodle will look to CDM Media once again as a platform to get a powerful message in front of the CIOs in the finance, insurance, and utilities verticals, as well as the CDM Media F1000 semi-annual CIO gathering. As part of the custom designed integrated marketing plan CDM Media developed with the Sword Ciboodle sales and marketing teams, they will also host a CIO Think Tank in early 2012 around customer service improvement solutions.