

## COMPANY BACKGROUND

The Friedman Group (TFG) was founded in 1980 by Harry J. Friedman to provide large and small retailers with reality-based methodologies for developing high-performance stores that exceed expectations.

Recognized the world over as the premier provider of retail sales service-focused consulting and training, its singular focus is to deliver sales and revenue increases.

The Friedman Group partnered with WebAttract to go beyond its existing customer base and reach a new audience who would find their face-to-face consulting and training services valuable.

## CHALLENGE

The Friedman Group's primary objectives were to:

- Go beyond traditional marketing channels, such as printed media, and look for innovative ways to use a webinar as a form of social media to reach a targeted audience that would be receptive to learning how they could increase their sales, etc.
- Use a webinar as a vehicle for reinforcing Harry J. Friedman's image as a retail thought leader by having him communicate his passion and enthusiasm for helping retail sales people and their managers learn some new tips and tricks to increase their sales
- Establish one-on-one conversations with decision-makers that would lead to increased attendance at their public seminars and sales of their other training products and services
- Promote TFG brand awareness among a broader group of potential retail clients

"Because of working with WebAttract, we were able to close a \$1 million deal with a major big box retailer, said Harry Friedman, Founder/CEO of The Friedman Group. "We didn't sell, rather we informed. We lovingly and affectionately brought our message to our audience to stimulate their interest in seeing how they could improve their sales skills. WebAttract's experience as a third party



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Founder/CEO  
The Friedman Group



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## BACKGROUND AND THE WEBATTRACT APPROACH

The retail industry faces many challenges that are different than other industries. The problem isn't just the long hours, weekends and holidays that salespeople have to work, it's the lack of fun they're having while they're working. Consequently, a message and topic that would be motivational as well as informative was seen as the best approach to connecting with this audience.

WebAttract worked with The Friedman Group to create a compelling webinar that would in a sense, wake up the audience to think about issues such as the importance of company culture. This was a perfect choice, as these topics aren't normally discussed in the context of traditional sales training. In addition, they played to TFG's thought leadership in retail sales and allowed Harry J. Friedman to connect with his audience's needs. The title of the webinar was, “Culture Shock: Shake Up Your Company, Your Store, Your People – And Sales Increases Will Follow!” The topics included conversations around:

- How much you might be leaving on the table by not understanding the relationship between the Top 20 % vs. the Bottom 20% of sales people
- The importance of investing and implementing selling contests, games and incentives, etc.
- Why there is a false assumption that the level of service needs to match the merchandise
- The role of a sales manager in 2010 and 2011
- The importance of a chief culture officer

“When you have a targeted audience demographic and produce an exciting, relevant message that they want to hear, you have a chance to reach people that you ordinarily would have never reached before,” says Mike Agron, WebAttract's Executive Webinar Producer. “The webinar is a perfect catalyst to start a conversation with potential clients.”

WebAttract first helped The Friedman Group augment their existing in house list by adding their own demographics sourced from WebAttract's proprietary B2B database of over 27 million contacts. Social media groups were also seeded to reach the targeted audience.

Then TFG and WebAttract collaborated to create an invitation with a tone that was informational instead of a blatant sales pitch. Consequently, registration was brisk. As the analytics and metrics showed that the message was tracking with the intended audience, WebAttract helped shape the content to connect with the audience's goals.

## Marketing Services Company Chooses WebAttract To Help Market Themselves with Webinars

After a few dress rehearsals, including a technical sound check, the live webinar was presented in a fast paced way that kept the audience engaged throughout.

### SUMMARY: WINS, KEY REGISTRATION, ATTENDANCE AND POST WEBINAR METRICS

- **A major sale:** A big box retailer that had never heard of TFG prior to the webinar, registered and attended. This led to an RFP, which resulted in a sale of \$1 million in consulting and training fees.
- **Registration:** 501 people, across 44 states and 15 countries, which exceeded the original goal of 400
- **Attendance:** Total attendance of 270 was achieved
- **Attendance Ratio:** 54% (exceeded goal of 40% attendance)
- **Audience Expectations:** Greater than 91% of attendees responded that the Webinar met or exceeded their expectations
- **Request for Additional Information:** In addition to those who requested more information during the webinars, subsequent on-demand viewings generated 16 fresh new leads for the client.

### CONCLUSION

Even if sales is your primary business, you can still benefit from partnering with an expert web marketer like WebAttract. Not only can they funnel additional leads to you, but they also help you reach new markets that had been previously inaccessible. As Harry Friedman said: "We could have never talked to this new client; we could have never reached them without WebAttract's help. They crossed t's and dotted i's that we hadn't even thought of."

The lessons learned from the WebAttract approach include:

- Potential customers are interested in and will respond to webinars that provide relevant content from which they derive immediate value
- Everyone who registers is a potential lead, whether or not they attend the event
- Partnering with the right vendor who can deliver great results is critical to your webinar success and ROI
- Webinars are a great channel to generate highly qualified leads if executed properly



WebAttract provides an End2End "Custom for Every Customer" turn-key solution for webinar demand creation and has offices in New York and California. [www.webattract.com](http://www.webattract.com)