BUSINESSCASE

About Zyxel Group

Zyxel Group consists of several subsidiaries such as Zyxel Communications, which focuses on ISP's such as Odido, KPN and Online, and Zyxel Networks, which focuses on the reseller channel (of which VAR's are an important part). Zyxel Networks offers a complete range of network products, such as routers, switches, access points and firewalls, with a very good price-quality ratio. They offer a scalable cloud platform for managing and monitoring network products.

An important added value of Zyxel's proposition is that you can monitor, manage and configure Zyxel products in this platform. In principle, this platform is free to use and besides this it is a major advantage that it is also one platform, whether it concerns a few products or an installation with, for example, 100+ Zyxel products. This concerns Switch, WLAN, Firewall + Security Software and 4/5G Routes for, for example, connectivity. The focus here is on SME's in the Netherlands, but Zyxel also regularly does large projects.

Zyxel Netherlands falls under Zyxel Benelux and has a Sales Engineer in the Netherlands in addition to Account Managers who can help with pre-sales questions. They also have a free Support department.

The head office in the Netherlands is located in Hoofddorp, and within Zyxel we work together with [Peter van der Putten](#) (Head of Channel Benelux) and [Wouter Hooijschuur](#) (Channel and (Key) Account Management Netherlands).

Sales need

With the ambitions to grow on the Dutch market, Zyxel wanted to get into contact with as many old, new and potential customers as possible. The challenge was that they had the specialists available for the follow-up, but did not have sufficient capacity to deploy them efficiently. Loosely translated, the message while approaching Trinity Sales was: "Put Wouter to work!". There was an explicit need to outsource the cold and warm lead generation, so an efficiency improvement could be made in the deployment of the specialists. In addition, elements of sales actually received too little attention as a result of prioritization, such as encouraging participation in the partner program by existing customers.

Choice for Trinity Sales BV

Zyxel Networks Netherlands has chosen to accommodate its sales needs with Trinity Sales BV. In addition to the fact that employees had worked together in the past, the flexibility and active participation of Trinity Sales were the deciding factor. Low-threshold and personal contact ensured that a partnership felt logical and formed the right basis for a successful collaboration.

Plan of approach

A flexible campaign was set up with Zyxel, in which they purchased a bundle of hours and deploy Trinity agents for their sales support needs as those present themselves. The primary focus here is on making appointments for Wouter, for which we approached both old (cooled-off) customers, but also new prospects. Objectives and qualification criteria were drawn up that are very feasible for Trinity, but which at the same time guarantee that Zyxel receives a continuous inflow of valuable and qualitative appointments. In addition, Zyxel regularly organizes events, for which Trinity approaches customers to participate.

Results

All objectives were (more than) achieved and the collaboration has become increasingly streamlined and efficient over time. The intended collaboration, in which Trinity Sales functions almost 100% as part of Zyxel's sales apparatus in the execution of the work, has taken shape perfectly. Currently, our agents can assess in a conversation which offer best suits Zyxel's needs and on this basis either make an appointment with Wouter, or realize a registration for the partner program or possibly also invite a customer to an event. On this basis, the collaboration has already been extended several times, for more hours and different purposes, and Zyxel being one of our first partners is to this day one of our active customers.

As far as both parties are concerned, this partnership may continue for a long time!