

### Situation

*Samsung Semiconductor (SSI) is the second largest semiconductor manufacturer in the world, and the largest producer of memory chips and lcd panels. SSI has been shifting their sales focus from independent product lines to cross-product line application selling, creating the need to educate their sales channel on the skills of consultative product solution selling.*



## SmartTOOLS



### Strategy

The Stephenz Group's strategy was to build a Channel Marketing intranet to enable sales training and testing on key initiative products that require consultative selling. The site was named SmartTOOLS and positioned as a "one-stop" resource center for product training, product information, and sales tools required for technical product sales.

By providing an efficient centralized location for sales tools and online assets, the goal was to facilitate increased sales by the sales team. This was achieved by keeping the sales team uniform in their use of tools, providing cross-product selling training, communicating promotional opportunities on key products, and establishing a meeting place for sales reps, distributors, direct sales, and marketing to share sales information and experiences.

### Execution

The initial launch of the SmartTOOLS intranet included a Sales Resource Center with a product overview, training materials, selling tools, FAQs, events, news and success stories for each product in the memory product line. The site was accessible by all SSI sales and marketing personnel, with access to specific product information based on a set user type. An administration site and corresponding database was also built to allow SSI to manage users and add new products, assets and sales resources directly onto the site.

In the second phase of site development, the content was expanded from the original memory products to include four other division's products (LCD, Storage, Logic, and Corporate) plus cross-division platform solutions organized by market segment (Servers, GPS, POS, RDID). Based on SmartTOOLS's expandable infrastructure, SSI continues to add additional product and application modules and has integrated 3rd party online certification testing.

### Results

Since the site launched in April 2005 over half a million user sessions have been logged. The sales team uses the site frequently and has increased their confidence in cross-product line selling, shortening the time to revenue. The marketing team has experienced reduced time answering field questions, increased sales team knowledge and consistency of messaging and strategy implementation. Overall SSI estimates that the launch of the SmartTOOLS site has saved 3-4 full-time employees annually in response to inquiries.

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