

Case Study on Stickee's Price Comparison Solution (Magpie)

Sales Outsourcing for Software
Solutions

stickee®



stickee is a creative technology agency that creates enjoyable and immersive software and digital experiences that stick with its audience. At the heart of their business is a team with a passion and commitment to innovation, and a willingness to always strive for a better way.

Since their incorporation in 2001, they have worked with hundreds of clients, successfully delivering a range of services that spans web development, software engineering, mobile apps, virtual reality experiences and more. Their vast experience and commitment to delivering only the best of the best has built us a reputation that is hard to come by, and even harder to beat!

Some of the reputable brands they have worked with, or currently do work for include NatWest, Apple, ASDA, Carphone Warehouse, EE, BT, eBay and more. They also work with local businesses who are not as widely known, government organisations not-for-profits and schools. They are a UK based team with main office in Solihull, just outside of Birmingham.

It is impossible to achieve some of the incredible things they have without their team. Finding good fits for the company, who align with their approach and attitude is no easy task. But once they do find someone, they are more than keen to hold onto them! They are a team of technologists that identify as engineers, designers, project managers, or marketers.

They encourage and foster a culture of open-ness and team work here at stickee. They are proud of each member of their team and want them to feel their work is important and valued. They are always on the lookout for more talented people to join them, too.



stickee®



Their research and development team is tasked with staying up to date with the latest cutting-edge technologies, exploring potential business applications and working on prototype concepts to add to and improve their existing products. They believe this is so important, that they allocate 10% of their top staff to doing this, full time. There's much more to R&D than playing games in a virtual reality environment, or exploring animated AR content management systems, but exploring cutting-edge technology is also fun, interesting and does have some perks!

At stickee, they're proud of their work and their people. As a company, they've won a number of awards and have a variety of certifications that give their clients further assurance. They also encourage and celebrate the awards their staff have been honoured with on an individual basis.

For over 16 years, the business has built a reputation as an innovative, agile and smart operator of B2B comparison services. Launching the UK's first Mobile Phone comparison website in 2001, stickee also operates Broadband and Pet Insurance aggregation services to third parties.

They build and manage the end-to-end comparison experience; with commercial and relationship management at the provider, insurer and retailer end, through to the development, hosting and optimisation of the customer journey and backend integration. Full reporting and analytics suites to help partners manage the day-to-day performance and optimisation of their comparison sites is also part of the stickee service.

stickee operates its services in partnership with MoneySuperMarket.com, Confused.com, Experian, Techradar and Price Runner, alongside a host of other affiliate partners.





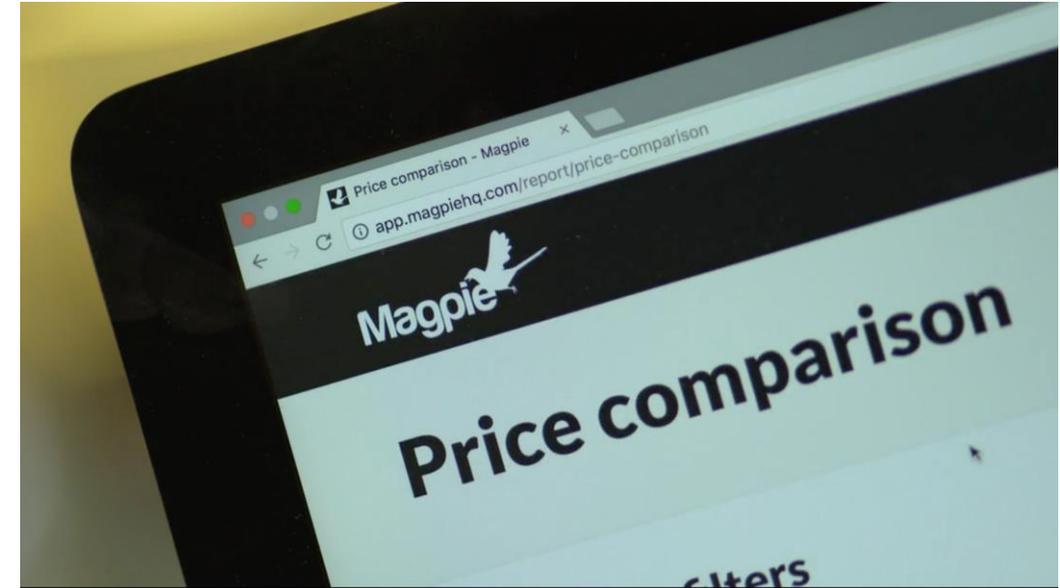
Magpie represents automated data collection reporting, monitoring and analysis suite that pulls in hundreds of thousands of prices daily. Besides, it will analyze your competitors' handset and tariff prices as well as show you how to stack up against them, and alert you to any price changes in the market. It lets you trade your channel without waiting for reports from analyst teams.

Fully automate both your market and competitor analysis work

A suite of online reports is provided as well as storing historical data for you to analyze changes over time. They are updated daily and available 24/7 for viewing the latest prices in your market.

You can get proper at-a-glance information and a market overview without heavy analysis. Magpie removes time-consuming grunt work, so you can make informed decisions with confidence.

Magpie collects and checks over half a million price-points each day.



Furthermore, it provides proactive email alerts informing you of competitor price changes as often as you want, and there are full, unlimited data exports that you can manipulate in Microsoft Excel where you have an enterprise grade tool that helps you move faster than the rest of your competitors.

With Magpie, you can see all your prices alongside the competitors, for easy comparison. They will show you your wins, your losses, opportunities and more.

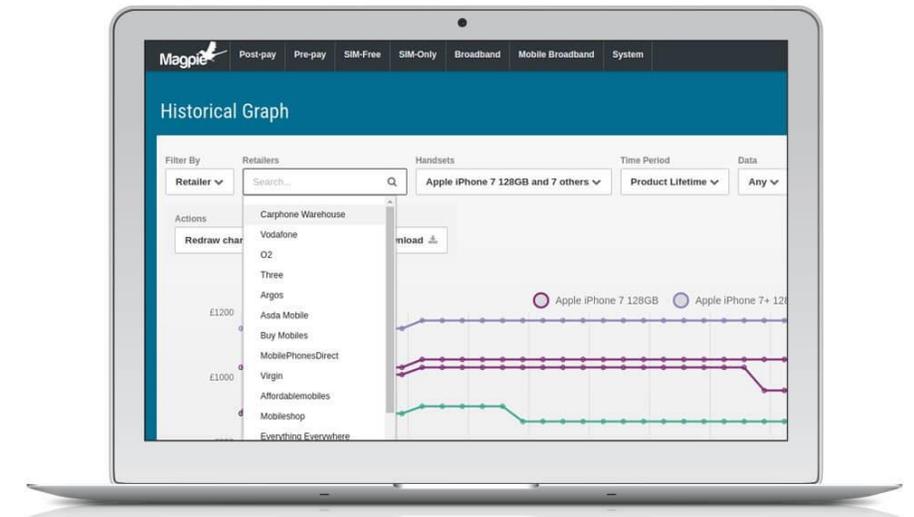
Get summaries and information on what matters most to you. See what your competitors are doing without leaving your reporting and dashboard suite.



Not only is Magpie used to monitor the prices and products of their competitors by some of the biggest companies in the world, but they also protect the pricing strategy and the privacy of their customers. They represent 60% of the UK telecoms market, and 75% of the world's largest mobile manufacturers.

Overlay and compare your price-points against competitors across metrics including Monthly Recurring Cost (MRC), Upfront Cost, Total Cost of Ownership (TCO), and Effective Monthly Cost (EMC). Magpie also compares Pay as You Go prices and Sim Free/Handset only prices across all major and minor retailers.

It is a fully managed analysis suite that is customized precisely to your needs and requirements. As a part of their service, they deliver the data you want, when you want it, in the format you need it, and with a degree of precision unseen in any their competitors' products.



Moreover, there is a historic pricing feature for looking back at how prices have changed over time as well as the possibility to monitor advertising media from your competitors (both online and offline).

Magpie give the most detailed information on mobile contracts, that means complex product and service information on different tariffs and different pricing schemes.

Magpie possess a stock of historical data, which means you can go back in time and see past trends, past competitor actions and know what to expect.



API Access is truly flexible. You can feed Magpie data and insights directly to your reporting platform, dashboards and online store.

Additionally, Magpie presents other value impactors such as free gifts, interest free credit, free delivery, extended warranties, etc.

Magpie will monitor stock levels, so you can react to market supply and demand.

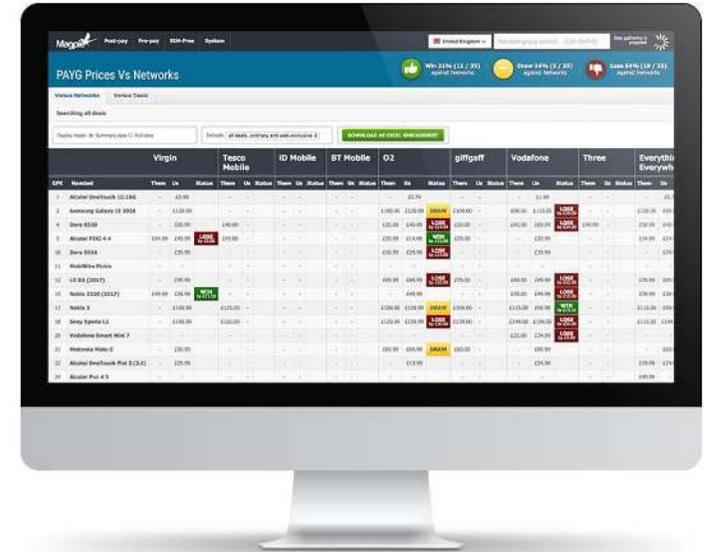
They are experts on mobile phones for over 8 years now. Magpie was first built for the Mobile Phone Industry. They had a fully automated solution for the mobile industry.

They've been collecting prices for the mobile industry for over six years. They've got full market visibility, covering every competitor of yours. If there's anyone they're not already keeping an eye on but which you'd like them to, they can begin to do so at your request. No price is out of reach for Magpie.

Magpie gives its subscribers an edge over the rest. Magpie is smarter and more intelligent, comparing things that may not have previously been feasible. It does it faster, which translates into making you faster! Get accurate competitor prices at speeds you have not previously been able to.

Although Magpie is employed across a number of industries, the concept and product was born from a demand from one of the UK's largest mobile phone retailers. Since day one, the mobile market has been an industry which Magpie has operated in. It has remained our speciality and we're proud to continue to operate in this market.

Magpie is engineered for the telecoms market. Overlay and compare your price-points against competitors across metrics including Monthly Recurring Cost (MRC), Upfront Cost, Total Cost of Ownership (TCO), and Effective Monthly Cost (EMC). Magpie also compares Pay as You Go prices and Sim Free / Handset only prices across all major and minor retailers.





Sales Outsourcing



In August 2018 Vparagon started working together with Stickee on the Magpie pricing comparison tool, which was created to help commercial pricing teams obtain complete visibility and make the right decisions in the mobile industry.

We agreed to contact Telecom companies and big retailers that sell mobile telephony products in France, Germany, Italy and Spain.

Our team conducted some research and identified all the telecom companies present in the countries of interest, such as Vodafone, Orange, T-mobile, TIM, Wind, Telefonica, as well as the Big retailers such as Media Markt, Carrefour, Saturn; the latter sell mobile devices and contracts. We identified a total of 40 companies on the markets of interest.

After identifying our target companies, we searched for the right decision-makers that we needed to contact.

The primary roles that we were searching for, were Pricing Managers, and specifically: Head of Pricing, Director of Pricing, Strategic Pricing Manager, Global Pricing Manager.

With the help of our tools, we found the right players in each company, their contact details, email addresses, telephone numbers as well as LinkedIn and Xing details.

We also found secondary or alternative roles in the companies.

Secondary roles:

-roles that were not exactly the DM's we wanted to speak to, but people that were in direct communication with them; for example, somebody from the pricing team could be contacted in order to help us understand if the person we were trying to reach was the correct one, and if so, how to establish communication with them.

Alternative roles:

-in companies where no senior pricing role was identified, we searched for and found alternative roles that could either directly or indirectly guide us in the right direction, e.g. sales managers.





Sales Methodology



After writing up the best possible list of contacts, we prepared our communication strategy, our pitch and our sales process.

We prepared this communication strategy in English, German, Italian and French, created PDFs that we attached to the emails sent and wrote a sequence of emails and messages to be sent via LinkedIn.

Samples

Rencontrez Magpie Magpie est notre suite entièrement automatisée de collecte de surveillance et d'analyse de données qui permet d'obtenir des données de prix de chaque jour. Il analyse vos concurrents, vous montre comment vous les comparez et vous prévient de tout changement de prix sur le marché.

Des données complexes simplifiées
Magpie propose une suite de rapports en ligne, mis à jour quotidiennement et disponible 24h/24 et 7j/7 pour afficher les données par un écran unique, ainsi que pour accéder les données historiques afin d'analyser les changements au fil du temps. En plus des tableaux de bord en ligne d'un seul clic, Magpie fournit des alertes personnalisées par e-mail électroniques pour vous informer des changements. Combinez ces fonctionnalités avec des exportations de données complètes et instantanées pour vous aider à prendre des décisions.

Utilisé par les plus grandes entreprises du monde
Magpie est utilisé pour surveiller les prix et les produits de leurs concurrents par certaines des plus grandes entreprises du monde. Nous proposons la stratégie de prix et la compétitivité de nos clients et ne publions donc pas les noms de nos clients. Copiez et collez les données de nos clients et obtenez 60% du marché des télécommunications au Royaume-Uni et 75% des plus grands fabricants de téléphones mobiles au monde.

Un service entièrement géré
Magpie est plus qu'un simple outil de collecte de données.

Hallo XXXXX,

Ich habe heute um XXXX versucht Sie anzurufen, leider ohne Erfolg.

Mein Name ist XXXXX und ich bin der Sales Account Manager bei Stickee. Magpie ist unsere vollautomatisierte Datenrecherche, Datenanforderung und Datenanalyse Suite, die gezielt für die Mobiltelefon Industrie entwickelt wurde und die weltweit führenden Lösungsbereiter darstellt. Magpie wurde gerade in [Land] eingeführt in den Markt eingeführt.

Insbesondere bietet Ihnen unsere Magpie Suite Folgendes:
Sie zahlt Ihnen in Echtzeit, wo Sie preislich geschlagen werden und errechnet Ihnen unmittelbare TCO (total cost of ownership) (Werte für Konsumenten).

Magpie erlaubt es Ihnen, Marktpreise von all Ihren Hauptkonkurrenten in Echtzeit zu verfolgen.
Magpie sammelt, bearbeitet, analysiert und präsentiert täglich alle Gesetze und Tarif-Preise sowie jedes Angebot.

Wir stellen den weltweit führenden Anbieter dieser Technologie dar:
"Aus der Sicht von Apple, ist dies zum heutigen Zeitpunkt die weltweit beste Technologie, die einen solchen Service anbietet."

Dies ist ein Zitat eines Geschäftsführungsmitglieds des iPhone Verkaufsmanagements innerhalb Europas.

Wir sind stolz darauf Vodafone, Telefonica, BT, EE und Mobiltelefon-Hersteller, wie Samsung und Apple zu unseren Kunden zählen zu dürfen.
Bitte entnehmen Sie der angehängten PDF-Daten mehr Informationen zu Magpie.
XXXXXX, wann darf ich Sie für ein kurzes Telefongespräch kontaktieren?

Falls Sie Fragen haben sollten oder mehr Informationen benötigen, zeigen Sie bitte nicht, mich jederzeit zu kontaktieren.

Mit freundlichen Grüßen,
XXXXXXX

Conosci Magpie Magpie è la nostra suite di raccolta dati, monitoraggio dei prezzi completamente automatizzata che intercala centinaia di migliaia di prezzi ogni giorno. Analizza i tuoi concorrenti, li mostra come accolgono un vantaggio competitivo nei loro confronti e ti avverte di eventuali variazioni di prezzo del mercato.

DATI SOFISTICATI RESI SEMPLICI
Magpie fornisce una suite di relazioni online, aggiornate quotidianamente e disponibili 24 ore su 24 per la visualizzazione degli ultimi prezzi nel tuo mercato nonché dei report storici per analizzare i cambiamenti nel tempo.

Oltre alla relazione dati, Magpie fornisce dalle preziose email di allerta informazioni sui cambiamenti. Combinate queste caratteristiche con una completa ed immediata raccolta dati che viene monitorata con Microsoft Excel, hai uno strumento essenziale di alta qualità che ti aiuta a prendere tempestive misure su tutte le tue decisioni.

USATO DALLE IMPRESE PIÙ GRANDI AL MONDO
Magpie è utilizzato da alcune delle aziende più grandi al mondo per monitorare i prezzi e i prodotti dei loro concorrenti. Noi proponiamo la strategia del prezzo e la competitività dei nostri clienti e quindi non pubblichiamo i loro nomi pubblicamente. Copiate e incollate le informazioni dei nostri clienti e ottenete il 60% del mercato italiano nelle telecomunicazioni ed il 75% del mercato globale dei produttori di telefoni mobile.

SERVIZIO COMPLETAMENTE GESTITO

Una herramienta creada para ayudar a que los equipos de fijación de precios obtengan una visibilidad completa y pueda tomar las decisiones correctas

Magpie es una suite totalmente automatizada de generación de informes y recopilación de datos que te permite conectar en un solo lugar a los informes del equipo de análisis.

¿Tomando decisiones a ciegas?
Obten información de un vistazo y un resumen de mercado sin detalles excesivos. Magpie elimina el trabajo arduo y prolongado de forma que puedas tomar decisiones fundamentadas con confianza.

¿Cómo son tus tarifas en comparación a las de tus competidores?
Con Magpie, podrás ver todos tus precios junto a los de las competidoras para facilitar la comparación. Te enseñamos tus ganancias, pérdidas, oportunidades y más.

Hello XXXXX,

I tried to call you today at: XXXXXXX, unfortunately without success.

My name is XXXXX and I am the Sales account manager for Stickee .
Magpie is our fully-automated data collection, monitoring and analysis suite which is designed exclusively for the mobile phone industry and is the world's leading solution. Just launched in [insert country]

Specifically, what Magpie can do for you:
It shows you where you are being beaten on price in real time, it also calculates TCO or total cost of ownership for a consumer instantly.

It allows you to compare the market on price in real time across all your major competition.
Collects, reports, analyses and presents all the prices on every handset, every tariff and every offer every day
We are the world's leading provider of the technology

" From an Apple point of view this is the best technology we have seen to deliver this anywhere in the world to date"

This was said by a senior management member responsible for iPhone sales across Europe.

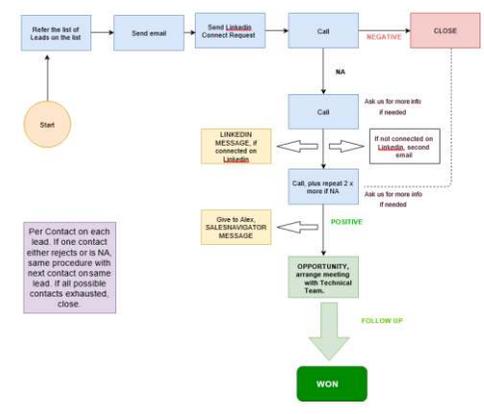
Our clients are Vodafone, Telefonica, BT, EE and mobile Manufacturers such as Samsung and Apple.
Find please more information about Magpie on the attached PDF's
XXXXXX, when can I call you back for a short conversation?
In case you have questions or need more information, please feel free to contact me at any time.
Kindest
XXXXXXX

Ein Instrument, entworfen um Teams der kommerziellen Preisgestaltung dabei zu helfen, eine vollständige Übersicht zu erhalten und so richtige Entscheidungen treffen zu können

Magpie ist eine vollautomatisierte Collection und Reporting Suite die es Ihnen erlaubt Ihre Vorgehensweise zu wechseln ohne auf Berichte von Analysten warten zu müssen.

Entscheidungen zur Preisgestaltung blind treffen?
Erhalten Sie auf einen Blick, einwandfreie Informationen sowie eine Markt Übersicht ohne aufwändige Analyse.
Magpie bewirkt zuverlässige und undunkelnde Arbeit, damit Sie mit Zuversicht informierte Entscheidungen treffen können.

Wie schneiden Sie im Vergleich zu Ihrer Konkurrenz ab?
Magpie erlaubt es Ihnen, all Ihre Preise neben denen der Konkurrenz zu sehen und bietet so einen etablierten Weg diese zu vergleichen.
Wir werden Ihnen Ihre Gewinne, Verluste, Möglichkeiten und vieles Mehr zeigen.





Sales Methodology



Then, we started emailing our prospects. By monitoring who opened the email, we could prioritize those who showed more interest.

After separating these prospects in “batches” of 5 every time, we started contacting them. The reason why we did that was that among a salesperson’s tools at hand, are the continuity and the persistent follow-up. The more prospects you contact simultaneously, the more the continuity and the persistence loosen up. Afterwards, our agents called the high-level executives of those gigantic companies, with professionalism, persistence and continuity, managed to pass the obstacle of the Gatekeeper or secretary, and in many cases established communication with key decision-makers in the industry.



Our goal was to book an online meeting between them and Stickee’s Pre-sales team, where experts from Stickee could explain the complex analysis that Magpie provides in detail.

We intended to involve in this conversation not only the Pricing Manager of the company but also other decision-makers that are part of the buying process, such as the purchase manager, the sales manager or even the CEO of the company.

After an analytical presentation of the solution proposed by the Stickees team, our team, in collaboration with the management team of Stickee, answered the questions that surfaced, sent samples of our solution to the contacts and enabled them to have a free evaluation trial. In the meantime, a financial proposal was prepared and sent to the prospects.



Sales Results



Vparagon's team followed up the prospects and after some months our first sale to a leading German mobile phone provider was generated.

Out of the 40 leads we generated, we created 23 opportunities and 2 sales (at the time this case study was written).

Vparagon proactively continued to search for companies in the mobile industry, not only in Europe but also globally, used references and connections it had and managed to generate dozens of Discovery Calls between them and the technical department of Stickee. Magpie was therefore introduced and presented on all 5 continents.



Specifically, we found 173 potential international clients and generated a total of 55 opportunities (at the time this case study was written).

We found prospects in the US and Canada, in Australia, Japan, South America, the rest of Europe, Asia and the Middle East. If possible, those prospects were contacted in their native language (Spanish or Portuguese), or in English if we could not provide the local language. At this company level and in this industry, language was not a barrier.

The Stickee management receives weekly reports from us and there is always an open communication channel between them and us.

The Magpie team of Stickee is not simply a client of Vparagon; above all, they are valuable business partners and friends.

Challenges

1. Explain what differentiates our solution from the other ones on the market. Attract the attention of the audience within the first 30 seconds of the call, and then within the next couple of minutes explain why the complex pricing comparison proposed in Magpie is worth dedicating time to.

2. On the Magpie project, the main challenge was to call and establish communication with the main decision-makers.

Our approach was indirect.

I will explain this in more detail. After identifying the major decision-makers in each company, we started contacting the “satellite” players working alongside the decision-maker. The reasons why we decided to follow this strategy were the following:

- a. It was easier to contact those “secondary” roles and establish communication with them.
- b. They were certainly part of the decision-making process; therefore, we were sure that they were included in the technical demo we proceeded to book.
- c. The most important reason, however, was that we did not want with a “cold” approach reach the point of a “yes” or “no” answer from the ultimate decision-maker; instead, we wanted him or her to participate in a meeting introduced by members of his or her own team. This way, we achieved a smooth introduction to our solution and were able to demonstrate its capabilities of our solution before concluding if it could add value to the organization.

3. Ultimately, the challenge was to generate sales of hundreds of thousands of USD between our client and major international telecom companies, based on a cold approach.



Vparagon's advantages

Native salespeople

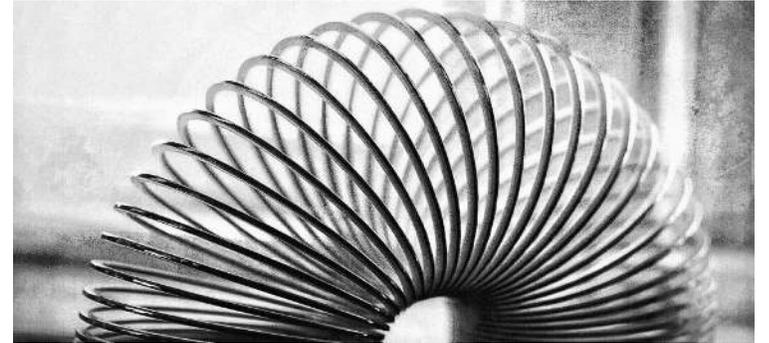
Vparagon's team consists of international salespeople based in different countries, salespeople that are proficient not only in their native language but also in English. Vparagon provides sales services in German, French, Italian, Spanish, Portuguese, Greek, Turkish, Hebrew and other languages.

Apart from their language skills, our salespeople also know the culture of the country we are targeting and, in many cases, pay personal visits to our prospects.

Educational Background and practical sales experience

Vparagon is a sales outsourcing company, not a call center. The biggest challenge we have is to find a combination of the right educational background, preferably in Business or IT, with proven sales experience. This is not always the easiest task. We have long-term collaborations with our salespeople and know exactly what their capabilities, working ethos and strong points are. Furthermore, we only engage with the right ones depending on the needs of each project.





Flexibility

When you want to sell on a global scale, you need to be able to make calls to different countries in different time zones. Our sales agents are capable of making such calls because they plan their working schedules in accordance with the needs of our customers. They can work very early in the morning if they need to contact someone from Australia or New Zealand, or late in the afternoon if they have to reach someone from the US or South America. Additionally, many agents that work with us operate from overseas. They are based in the US, South America or Asia

Proven and tested sales tools

We use a variety of proven and tested sales tools, primarily for lead generation, but also for smart emailing and following up.

The leads we provide are of excellent quality, as they are based on the best possible information you can find.



Practical sales experience and centralized control

Vparagon offers an A-Z sales solution. We try to ease the burden of the whole sales process and only bring you in if your involvement is absolutely necessary.

All the operations are controlled by Alex Valassidis personally, and he always knows where we stand in each project.

Alex is a bi-lingual Greek – German. He studied Business Administration and Marketing in Bielefeld, Germany, and most importantly he has a very strong sales background, having actively sold a variety of products and services on multiple international markets and in different industries, either directly or through the channel, for the past 30 years.



Competitive Price

Our philosophy is to have many different clients to whom we can offer substantial value. We want our clients to pay a fair price and aim to have a long-term collaboration with them.

We prefer many different clients to a few big ones, because we don't like to depend on a limited number of contacts. That, in turn, is a tremendous advantage for our clients because...

Vparagon is always going to tell the truth and act in the best interest of its clients, simply because we do not depend on them – instead, we are truly interested in helping them. We are here to make their company thrive and to bring value to it, even if this entails telling the hard truths that no one would like to hear. We are a sales outsourcing company that understands how the world works. Sincerity is our number one principle.

