



HANDSHAKE

Paladone[®]

CASE STUDY

How Marketing Can Drive Sales in Manufacturing & Distribution

How one smart Marketing team at a top gift designer and distributor took on a greater role in driving sales enablement and effectiveness using technology.



Paladone's Marketing team has taken on a greater role when it comes to working directly with Sales.

In business for over two decades, gift designer and distributor Paladone represents some of the biggest brands and licenses in the world, including Marvel, Disney, and Nintendo. From offices in the U.K., the U.S., and Hong Kong, they distribute their affordable, innovative gifts and novelties wholesale to small independent retailers, online e-tailers, and major chain stores in 77 countries around the globe.

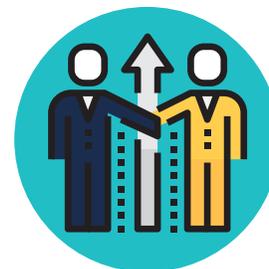
With a lineup of award-winning products, Paladone's Marketing team was looking to showcase them--and their brand at large--in their best light during appointments with buyers and licensors. Indeed, smart marketing teams today are taking on a greater role in driving sales enablement and shaping customer interactions with their brands.

Thus, while the search for sales and ordering software often originates in the Sales or IT departments, Marketing Manager Alex Ryan and Paladone's Marketing team took their own approach, leading the charge to look for a sales solution that would help reps present products and write orders while improving their customers' overall experience. The result? Paladone has since adopted Handshake Rep, a mobile order writing app for iPad and iPhone that has transformed the way the organization communicates with potential buyers, customers, and licensors.

Becoming A Partner to Sales

While Paladone's Marketing team takes on many of the functions traditional to their department, like managing the brand's PR efforts, videos, blog, social media platforms, events, and printed collateral, they have also taken on a greater role when it comes to working directly with Sales.

Paladone's Sales team is comprised of internal key account managers, as well as regional independent sales reps. At store visits and trade shows, these sales reps were previously writing orders



"Our marketing team seeks to be a partner to sales and ensure that they have what they need to be successful."

Alex Ryan
Marketing Manager,
Paladone



"Our sales team embraced Handshake. They got the hang of it very quickly, and immediately saw the potential of the app."

Alex Ryan
Marketing Manager,
Paladone

Sales enablement, improved brand perception, and greater control over content are key benefits of technology.

using pen and paper or an outdated sales app that the company had invested in some years before. “There was very little functionality in that app,” says Alex. “It was like a forgotten piece of technology--no one did anything to further develop or improve it.”

This application made it extremely difficult for the Marketing team to give sales reps the information they needed, including new product additions. Each product and image had to be uploaded one at a time, requiring a huge time investment before every trade show to update the catalog.

The company needed a new solution, for both their internal reps to place orders for key accounts and at trade shows like NY NOW, Ambiente, and Atlanta Gift, as well as for their independent reps. “We knew it was especially important to equip our independent reps with the latest tools and do whatever we could to become their go-to supplier,” says Alex. “They work for a multitude of brands, and we needed to make sure that they enjoyed processing orders for us.”

The Benefits of Handshake from a Marketing Perspective

After doing research and vetting over fifteen other options, Paladone found Handshake Rep, a mobile order writing application that includes a digital catalog, customer information, and an order writing interface, allowing reps to quickly write orders from a tablet or mobile device.

For Alex, the key advantages of Handshake’s mobile order writing solution from a marketing perspective include:

- **Sales Enablement:** Forward-thinking marketing organizations understand how they can have an impact on sales conversations. For Alex and the rest of the Marketing team, Handshake was a solution that would provide sales reps with everything they needed to make more sales, including an up-to-date product catalog, high resolution images, customer order history, reporting, and more.



“A lot of other apps required us to change the way we work, but we’re not going to change our workflow just because an app can’t support it. We almost thought we’d have to build our own app, but then we discovered Handshake.”

Alex Ryan
Marketing Manager,
Paladone

Paladone sets up reps for success with the tools and content they need to sell more effectively.

- **Improved Brand Perception:** Overall, Handshake’s clean, intuitive design has allowed Paladone to raise the bar on their customer journey. As Alex explains, “Someone taking an order down with a pen and pad isn’t going to leave the same positive impression as someone with a smart, smooth order taking app like Handshake. They’re incomparable. We see Handshake as a tool that makes our customer experience go a step above our competition.”
- **Greater Control Over Content:** According to Alex, “Ensuring that our organization has access to the content they need is key. With Handshake, we know that all of our latest releases are always available in the catalog.” Indeed, with flat-file CSV uploads, Paladone can now easily keep their catalog updated and add all the content they need before reps head to trade shows and sales appointments.

Handshake has also helped change the way Paladone interacts with licensors. Alex routinely takes the app into meetings with corporations like Disney and Warner Bros., giving demonstrations of how Paladone’s sales reps will be presenting their brands and products.

“Just two weeks ago, I was talking to Warner Bros. about how our sales reps interact with retailers, and how their products will be showcased in Handshake,” says Alex. “They were impressed. Ultimately, our reps are successful because we give them the best tools. It’s as simple as that.”

Want to learn more about how Handshake can energize your organization’s sales and marketing efforts? Contact us today.

Email: info@handshake.com
US Toll Free: +1 (855) 532-9044
International: +1 (646) 434-2553



“Handshake really stood out. I understood that we could grow with it as our business and our requirements grew over time. With other vendors, I’ve felt neglected, pestered, and annoyed. With Handshake, we felt we were nurtured from the beginning.”

Alex Ryan
Marketing Manager
Paladone



“We use Handshake not just because it’s convenient, but because it’s making a difference to our relationships with our customers.”

Alex Ryan
Marketing Manager
Paladone