



Longbow Consulting Group

Marketing & Management Consultants

Consulting Program:
Hunter-Farmer

A Hunter-Farmer program represents a “best of both worlds” sales and marketing model. This program combines a field salesperson presence with inside sales and customer service, resulting in maximum client penetration and retention. The following benefits from traditional telephone and field sales programs are prevalent with Hunter-Farmer programs:

- Cost effective client management
- Maximum client penetration
- Maximum client retention
- Consistent, effective new client prospecting
- Effective market planning

However, with Hunter-Farmer programs a “hunter” in the field does the initial prospect contact. The hunter is able to profile the company visually, obtain key buyer information and deliver promotional materials and presentations. Most importantly, the hunter brings back the prospect information to an inside sales or customer service “teammate”. At this point, GoldMine provides the critical supporting role to the “team” with Longbow-designed automated processes which perform specific tasks:

- **Follow up letters** - Send letters and other promotional material reinforcing the benefits of choosing the company in providing an effective solution.
- **Schedule follow up calls** – including re-visits in the field.
- **Implement client penetration sequences** driven by historical information put into GoldMine.

Hunter-farmer programs offer a strategic focus for companies to combine cost effective inside sales and customer service models with field sales presence to those markets too extensive for inside sales alone.

As with our field and inside sales programs, Longbow has developed automated processes to help companies implement effective Hunter-Farmer programs.