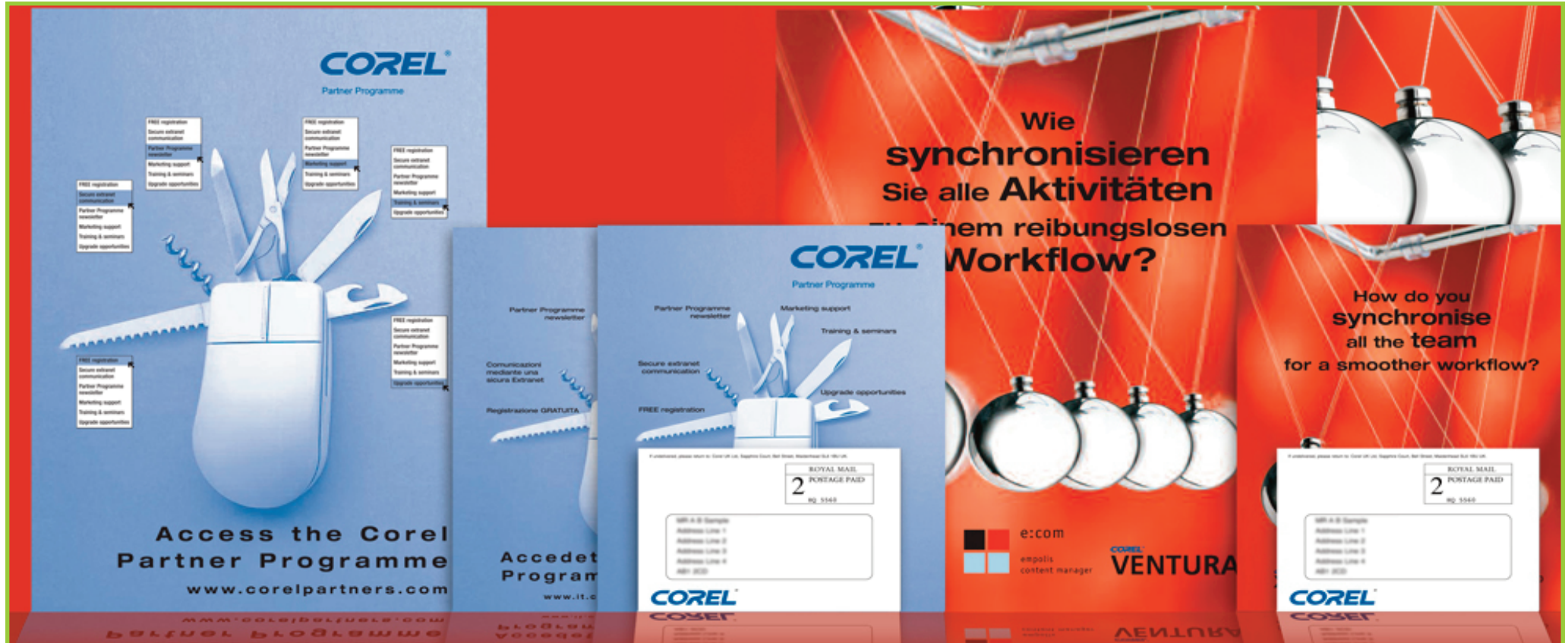


Pan-European reseller support for Corel

Revamped programme increases reseller engagement and sales



The Story

A push and pull strategy that gave added momentum to Corel software sales.

Briefed to launch a reseller recognition programme, AHK introduced a coordinated approach to selling Corel's range of B2B products using push and pull strategies.

The activity was a key factor behind a significant sales increase, giving much needed support to an under-resourced European marketing team.

Client: Corel
Skills: Creative concept, database, direct mail, pan-European, research, sales collateral, strategy.

Find out more

To talk about how AHK can help you resolve your own marketing challenge, David Hearn on 020 8541 4222 or david.hearn@andersonhearnkeene.co.uk.