

## The X4 Knowledgebase

Engaging Sales Agents Nationwide

### Who is X4?

X4 Solutions is a leading telecommunications master agent organization headquartered in Chicago and Atlanta. X4 Solutions' mission is to understand the business needs of the sales partners, have a clear vision of success as partners define it, and apply time, effort and resources to support their success.

X4 has this mission as their top priority and has developed a program that fully supports the consultative relationships that partners build with their clients. X4's motto is "Your business, your vision, our support."



### A Convey Case Study

#### The X4 Knowledgebase

Although Curt Allen, President-Elect of X4 Solutions, had a thriving and growing business, he wanted more. According to Curt, "If our sales partners become more knowledgeable about how to best position and offer our services in a consultative manner, they become that trusted advisor our customers expect. Our goal is to increase a sales partner's knowledge, equip them with one place to go for information, and to convert every sales partner from one that just takes information to one that is fully equipped to maximize revenue." Curt Allen's overall goal for X4 has been to increase monthly incremental revenue by 50%.

#### Vendor Partners Support the Knowledgebase

X4 has over 50 vendor partner relationships with companies that offer a range of telecommunications services such as hosting solutions, VOIP networks, and collaboration technology. Each vendor partner, such as Cbeyond, PGI, and Time Warner Cable maintains a content catalog on the Knowledgebase. They add a wide variety of videos, webinars, industry reports, articles and product information to their catalog. Sales partners are attracted to vendor catalogs through banner ads, special promotions and featured content on the Knowledgebase home page. Vendors track how sales partners are engaging by adding surveys to their content, looking at reviews, or analyzing detailed reports that track partner activity.

#### Monetizing the Knowledgebase

X4 generates revenue from the Knowledgebase by charging their vendors to own, populate and maintain a catalog on the site. Vendors have the opportunity to increase their visibility to sales partners by purchasing banner ads, home page ads, and having their catalog or content featured on the home page. The Knowledgebase has become a profit vs. a cost center for X4 and presents a strong ROI for each vendor partner.

#### Managing the Knowledgebase

Convey automates the process of on-boarding each catalog owner, site members, and advertisers and processes payment automatically through its robust e-commerce engine. Each catalog owner has full control of customizing and branding their catalog and adding content. X4 manages the entire site with a single employee who manages site branding and graphics, controls the home page banners, adds features to the home page, and administers members and catalog owners. A full set of reports tracks all catalog activity, how sales partners engage with the site, and offer details on what is being viewed or downloaded. Convey integrates the Knowledgebase with Google Analytics for detailed site tracking.

#### Meeting the Goals!

The success of the X4 Knowledgebase is measured by the increase in incremental revenue produced by the sales partners. In addition, those partners now have a single site to access for information from all the vendor partners, improving their efficiency and productivity as they seek information, training and strategy.

Online Platform for Content, Training & Events

# A Convey Case Study — The X4 Knowledgebase

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## X4 Knowledgebase

- Offers product training
- Delivers webinars
- Showcases events on the home page calendar
- Delivers white papers and reports
- Shares marketing materials
- Offers promotions to sales agents to drive revenue
- Delivers industry news

X4 Solutions is dedicated to training their sales partners to elevate their understanding of the transformational technologies in the marketplace today with the X4 Knowledgebase built in the Convey online platform for content, training & events.

[x4knowledgebase.com](http://x4knowledgebase.com)

The screenshot shows the X4 Knowledgebase website. At the top, there is a search bar and a navigation menu with links for 'About X4', 'X4 Knowledgebase', 'Content Providers', and 'Contact Us'. A prominent banner for PGi Partners features the text 'BE A WINNING SOLUTIONS PROVIDER!' and 'Enter to win a \$25,000 trip of a lifetime!'. Below the banner, there is a search section with 'Content Providers' and 'Topics' search boxes, and a 'Popular Topics' list including Cloud, Cloud Computing, Audio Conferencing, and Web Conferencing. On the right, there are sections for 'Evolution Event' and 'Featured' content, including 'XO Communications' and a 'Datashheet: PGi All S... X4 Agents!'. The website also includes social media sharing options and a 'Sign Up | Login' link.

## How the X4 Knowledgebase uses Convey

### Catalog Owners & Members

The X4 Knowledgebase offers catalog ownership to vendor partners at different price points. **Convey** automates the application process and takes payment via credit card. Members can fill out a short form to join the site for free to see members-only content and write reviews. All member activity is tracked in reports.

### Managing Catalogs

Vendor Partners brand their catalog, add a description, and add their contact information. Adding content is easy with a simple wizard to walk through the process of describing content, uploading files, adding keywords, and adding a survey or email announcement.

### Reporting

Catalog owners and individuals managing the Knowledgebase have a full set of reports to show the sales partners that have accessed training and content. Catalog and site administrators create customized reports and download the data that the report creates.

### Surveys and Quizzes

Catalog owners can add a survey or quiz to any content or training. Surveys allow catalog owners to assess people are engaging with their content and what they would like to see in the future. Quizzes are used if the training is offered for product certification.

### Event Calendar

The home page as well as each catalog has a robust event calendar. X4 shows adds featured events to the home page calendar including webinars, trade shows, and X4 live events. Each vendor can maintain a catalog showing events that they attend in support of X4.

Online Platform for Content, Training & Events

[www.conveynow.com](http://www.conveynow.com) ♦ (888) 975-1382

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