

ERP

Putting the “Resource” Back into ERP

Alan Sharpe helps ERP consultancy Kendak ERP offer valuable resources in its follow-up email sequences

The Company

Kendak ERP is an IT consultancy that helps enterprise clients with ERP business assessments, ERP selection and ERP implementation.

The Challenge

ERP purchase cycles are notoriously long. Kendak ERP needed a way for their sales reps to stay in touch with leads in a way that educated, added value and moved the leads closer to a sales conversation. They didn't have this expertise in-house. They needed a sales enablement copywriter to help them build out their lead-nurturing sequence.

The Solution

Kendak ERP hired Alan Sharpe, the sales enablement copywriter who helps B2B software sales teams reach quota sooner. Alan wrote a series of follow-up emails that the Kendak ERP sales team used to stay in touch with leads in timely, relevant, helpful ways.

Each email in the lead-nurturing sequence focused on a different buyer pain point, added value, offered

a helpful resource, and invited leads to either read or request a helpful resource.

The Results

Kendak ERP received a strategic email follow-up series that its sales reps personalized for each of the leads in their pipeline. Each message worked hard to educate, add value and move leads down the pipeline towards a conversation with the sales rep.



About Alan Sharpe

Alan Sharpe is a sales enablement copywriter who helps B2B sales teams hit quota sooner by improving their lead-follow-up email campaigns.



To: smith.carl@endenticenterprises.com
From: stacey@kendakerp.com
Date: Date: July 12, 2020
Subject: Carl, should you upgrade or replace your ERP?



Learn the pros and cons of upgrading versus replacing your ERP system

Dear Carl,

Should you upgrade your ERP system or replace it?

Yes.

Sometimes upgrading is your best option. Other times, replacing is your best option.

To discover which decision is best for your situation, read our article, [Upgrade or Replace Your ERP System? How to Decide](#). Learn the pros and cons of upgrading versus replacing your ERP system, and discover the first steps you must take when weighing your options.

[Read the article here.](#)

Sincerely,

Stacey Benson, VP Client Services
The Kendak ERP Team
+1 (457) 784-9589
stacey@kendakerp.com



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To: smith.carl@endenticenterprises.com
From: stacey@kendakerp.com
Date: Date: July 19, 2020
Subject: **Carl, ERP isn't a software project. It's a restructuring project.**



ERP projects demand that you restructure your business. Or else.

Dear Carl,

If you implement an ERP project without restructuring your business, your project is likely to die and end up in the ERP graveyard, along with thousands of other ERP failures.

That's because ERP isn't a software project. It's a restructuring project—an organizational change project. Learn the hidden costs of implementing without restructuring in our article, [*Without Restructuring, ERP Implementation is an Expensive Waste.*](#)

Discover why ERP implementation success is all about successfully integrating your ERP system into an optimized business environment. And why you must evaluate your ERP service provider through the lens of business expertise.

[Read the article here.](#)

Sincerely,

Stacey Benson, VP Client Services
The Kendak ERP Team
+1 (457) 784-9589
stacey@kendakerp.com



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To: smith.carl@endenticenterprises.com
From: stacey@kendakerp.com
Date: Date: July 26, 2020
Subject: **Company solves \$51 million ERP problem**



Asiatron's transformative ERP implementation paid off

Dear Carl,

What should you do if you operate six factories and multiple divisions on three continents, each one manufacturing a different product, with each factory operating a different ERP system?

You can't share engineering or parts information. You can't track all parts inventory levels or parts usage. You can't service your customers within their SLAs.

Learn how [*Asiatron Solved their \\$51 Million Problem*](#) with a transformative ERP implementation managed by Kendak.

Sincerely,

Stacey Benson, VP Client Services
The Kendak ERP Team
+1 (457) 784-9589
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