

What is a Westcon DR: Simplified Buzz Day?

Westcon



Buzz Days are virtual focused call out days designed to bring remote sales teams together to build awareness and create pipeline for direct routing opportunities, all whilst having some fun.

The days use a mixture of Zoom for a morning kick off and regular check-ins and a private social wall which is used to encourage interaction, monitor activity, drive competition and highlight successes.

Prizes are awarded to create some healthy competition and the social wall is updated with regular leader boards for each of the awards.

We make it simple

1



Provide the Data

For best results partners should include a mixture of existing customers, prospects and dark accounts in their target data. 50 companies per sales person is ideal.

2



Set Targets for your Buzz Day

Define the behaviours or results you wish to achieve and set your targets and prizes.

3



Enablement Sessions

Westcon will arrange an enablement session(s) to ensure the sales team are up to speed on questions to ask, messaging, any offers and specific calls to action.

4



Warm your contact base

Before calling starts Westcon will assist you with sending out a series emails to warm your target data.

5



We take care of the rest

Westcon will run and arrange your buzz day in accordance to your goals with your sales team.

What's the buzz?

"I just wanted to send a thank you for your help with the Buzz Day, everyone seemed to really enjoy it and it's laid the ideal foundation to keep building upon with more activity."

I thought the social wall was a great asset and helped to encourage the comradery and competitive spirit of the team.

Thanks for doing a great job to bring it all together."

Lee Ellams, Head of Marketing, Prodec



Contact
your Westcon
account manager
today