

How do you sell to a notoriously hard-to-reach audience?

Catch them when they're all in one place.



CASE STUDY **DYNAMIC CAMPUS**

THE CHALLENGE

When community colleges and private universities struggle to manage their on-campus information technology systems they turn to Dynamic Campus. An IT outsourcing provider, Dynamic Campus installs an entire team of IT experts right on the campus to provide everything from enterprise software, to PC and AV support, to help desk services.

A community college's decision to outsource their IT is a significant and pervasive one — one most often left to the president. But finding an opportunity to present a sales pitch to such a high-powered and time-constrained individual often means navigating a network of other faculty and staff members. So how could Dynamic Campus get quality face time with their most valuable audience?

THE SOLUTION

A Captive Audience

Community college presidents don't get together very often. Naturally, it was almost impossible for Dynamic Campus to meet with one, let alone engage in a candid, in-depth discussion about their unique offering. That's where HERDI came in.

Through their experience with HERDI, Dynamic Campus had the rare opportunity to sit down with not just one, but a panel of six members of their target audience, and share their solutions for community college IT departments. And not just during the formal panel sessions — the three-day HERDI experience allowed

Dynamic Campus to meet with even more influential individuals at event dinners and other informal gatherings.



“I wish I could do HERDI once a quarter instead of twice a year.”

- Mike Glubke

Founder, CEO and President, Dynamic Campus

THE RESULT

The simple act of meeting with community college presidents in an informal way made it possible for Dynamic Campus to close a number of deals. In fact, Mike Glubke, Founder, CEO and President of Dynamic Campus reports solidifying a five-year partnership with a community college in Idaho as a direct result of the HERDI engagement. “I wish I could do HERDI once a quarter instead of twice a year,” he says. With such successful outcomes, who wouldn’t?