



DICK J. BATCHELOR
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S2K

Dick Batchelor was very helpful in assisting me in connecting with strategic businesses in my target markets. Being walked in to meet a contact with someone known and respected in the community makes all the difference. Dick's assistance proved to be a valuable asset to my business.

- Sherry Bellomo, CEO, S2K

S2K is a telecommunications audit company. It goes into companies of significant size that have substantial monthly telecommunication costs and does in-depth audits to demonstrate how the company can save substantially on recurring telecommunication costs.

At S2K, I sat down with them to learn as much as I could about their company, products and services. Working together, we jointly determined the target companies they wanted to access – companies to which they wanted to make a presentation. From there, I put them together with the right people in those companies so my client (in this case, S2K) could make their presentations and hopefully secure new business. This strategy proved largely successful.

To take a specific example: Westgate Resorts has 28 locations around the country. They are obviously a big user of telecommunication systems. Through my relationship with the owner of Westgate, I was able to connect the dots by putting the head of S2K in front of the Chief Information Officer at Westgate, a key decision-maker. After the meetings and subsequent negotiations, S2K secured a lucrative contract that would, in turn, save Westgate Resorts hundreds of thousands of dollars a year in telecommunication costs.

– Dick Batchelor

Dick J. Batchelor, Michael J. Murphy, and Dustin A. Watkins prepared this case. DBMG cases are developed solely as the basis for marketing. Cases are not intended to serve as endorsements, sources of primary data, or illustrations of effective or ineffective management.

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