

In this case, the goal of the system was to provide leads for an expensive range of large format printers (LFPs). The client wanted more leads. Their potential end users wanted a way of finding out more on these printers along with a way of testing them. I would build something which would marry the two different set of needs. But rather than the client paying up front and taking all the risk, I would build it for free and take a fee on every new lead created.

We (as in the client and my company) were no longer focused on what was in or out of a contract but on a single task of creating more leads. We both had an incentive for this. I also had a new incentive for cost effectiveness because the more efficient I made system then the more profit I retained. We agreed and so I built and operated a system which enabled consumers to upload an image, test it on a large format printer and get delivery of their print plus information on the kit's performance plus a sales call. The system soared.

In three months we had generated more leads than the client normally had in a year and this was accelerating. It was stunning. The client's revenue was rocketing but so was my revenue as the system was based upon a metric of leads. The more success they had, the more success I had. It was a win-win situation or so I thought. Alas, this actually created two problems and one headache.

The problems were caused by the client being unprepared for this level of interest and internal budgeting systems that weren't designed to cope with such a variable success. What has budgeting got to do with this? Well, for the client then success was more leads which translated