

## CASE STUDY

### **Lead Generation Program for a Global Leader of Computer Hardware Solutions**

#### **Program Objectives**

The client was looking to identify small and medium sized companies ready to buy PC's, qualify them, and forward the leads to participating resellers. The original program goal was to generate a minimum of 1,700 qualified leads over a two-month period with an end result of 10,000 PC sales resulting from qualified leads. To measure the results of the program, "did-you-buy" calls would be made to the previously qualified leads.

#### **The Solution**

- Volkart May & Associates, Inc. (VMA) acquired a list that targeted the ideal prospect, developed the call guides (scripts) and made outbound lead generation calls. Qualified leads were distributed to participating resellers. VMA reassigned leads that had not been followed up within three business days. This was determined by follow-up calls made to qualified prospects.
- Customer service calls ("did-you-buy") were made 45 to 60 days later to determine if prospects had purchased. Prospects were surveyed regarding their experience with the assigned resellers.

#### **Results**

VMA achieved the goal of generating 1,700 qualified leads two weeks ahead of the client's targeted completion date. The client was so impressed with the results that the program was extended 45 days. By program end, VMA generated 3,333 qualified leads. Actual and projected purchases (extrapolated from a statistically significant sampling of "did-you-buy" calls made by VMA):

- 13,712 PC's were purchased for an estimated \$7.4 million in revenue
- 1,413 Servers were purchased for an estimated \$3.6 million in revenue
- 14,766 Printers were purchased for an estimated \$5.2 million in revenue
- 276 Storage units were purchased for an estimated \$128 thousand in revenue
- Total program revenue generated \$16,328,000

Additional knowledge was gained as a result of the project. We were able to determine:

- Brand preferences and reasons
- Competitive share
- Amounts spent on equipment (competitive and non-competitive)
- Primary reasons behind purchase decision
- Satisfaction with resellers
- Those companies still planning to purchase and when
- Sales cycle was longer than anticipated
- There was tremendous pull-through for other products offered by the manufacturer

As a result of its early success, this program was in place for more than three years, generating more than an estimated \$200,000,000 in revenue during that time.