

CASE STUDY

Lead Generation Program for a Global Leader of Enterprise Business Planning Software

Program Objectives

The client was looking to generate incremental revenue in the current and following fiscal years. To accomplish this, the client needed to fill the gap in qualified leads reaching their sixteen external sales reps. This supplemental lead generation would free up the sales force to focus on advancing prospects through the pipeline and closing more sales. The initial program objective was to develop a sufficient number of leads that would lead to active opportunities. Volkart May & Associates, Inc. (VMA) was contracted to make outbound lead generation calls and set appointments for the client's sales force.

The Solution

- VMA developed a customized outbound and inbound tele-prospecting campaign that identified those prospects that met specific pre-defined criteria indicating their readiness to be contacted by a client sales rep. The leads were classified on the level of interest, discussion with the executive endorser, budget approval, having an open project, identifiable pain and willingness to set up a specific time and date for a face-to-face or phone meeting. On a daily basis the appointments, warm leads and future interest records were emailed to corporate as well as the individual sales rep for follow-up.
- The target audience was CFO, VP level and director level financial planning and budgeting contacts from companies with over \$1 billion in annual revenue. The list was provided by the client.
- The Business Development Specialists selected for this project had extensive sales backgrounds and had experience working for VMA on business-to-business lead generation programs for other technology companies. Many had experience gaining access to C-level decision makers for companies with more than \$1 billion in revenue.

Results

Through VMA's business-to-business consulting, tele-services and staff of Business Development Specialists, VMA was able to meet and exceed the client's objectives.

- Brand awareness was increased
- VMA generated a total of 343 leads and 25 future interest leads
- Within nine months after the start of the program, the client sales reps reported a very conservative estimate of more than \$3.3 million advancing into the sales pipeline

The sales team welcomed the quality and quantity of leads and as a result of this great success, the client expanded the program to other subsets of potential customers. The original 90-day pilot was extended and continued for more than one year.