

CASE STUDY

Lead Generation & Appointment Setting Program for a Leading Provider of Medical Devices

Program Objectives

The client, a leading provider of medical devices, was looking to promote the latest version of one of their medical device products and accelerate their sales cycle through increased sales force efficiency. The client's objective was to set up an outsourced inside sales function to set appointments with Physicians for their regionally located sales reps. With this model in place, an outsourced partner with efficient contact center technology would manage the time-consuming prospecting activities. As a result, the client's sales reps would be able to spend the majority of their time in front of sales-ready prospects selling instead of qualifying suspects and inquiries.

The Solution

Volkart May & Associates, Inc. (VMA) set up a four-phase program to include inbound and outbound lead generation and appointment setting services. Phase 1, consisted of a three-month pilot that supported four of the client's eighteen sales reps. Phase 1 was successful and continued for three additional months as Phase 2. Phase 3 extended the program to support eight additional sales reps and Phase 4 supported the client's entire sales force of eighteen reps.

As the client's inside sales function, VMA's Business Development Specialists made outbound calls to generate interest among Physicians and nurses for the client's upgraded medical device. As part of the program, VMA emailed, faxed or mailed fulfillment materials to physician offices that requested additional information and accepted inbound inquiries for qualification and appointment setting. In situations where a prospect was very interested in the client's product and wanted to speak to a sales rep directly, VMA's Business Development Specialists warm transferred the prospect directly to the rep in their region.

Results

The national program was in place for two years and effectively increased sales force efficiency during the intensive promotional period of their latest product model. The following are results of the lead generation and appointment setting program:

- 1,415 total leads
- 96 sales at \$14,000 average sale value (\$1,344,000 generated in actual sales)
- \$994,000 in projected sales from the 142 qualified leads that were still open at the time results were reported
- ROI actual sales: 421%
- ROI actual and projected sales 732%

In addition to a significant ROI generated from sales, the client also received an upgraded marketing database that included qualified practices and accurate decision-maker contact information for more accurate, targeted follow-on marketing initiatives.