

## CASE STUDY

### **staffNow!™ Lead Generation Program for a National Manufacturer of HR Legal Compliance Products for Businesses**

#### **Program Objectives**

The client, a national provider of Human Resource legal compliance products for businesses, was looking to generate awareness for their product and proactively identify qualified opportunities to fill their sales pipeline. The client needed to support several sales reps and wanted to work directly from their internal CRM system. The client also wanted to implement an inbound inquiry response and qualification program to support the outbound lead generation efforts.

Prior to partnering with Volkart May & Associates, Inc. (VMA), the client's sales efforts were more reactive and included minimal prospecting for new customers. This was due in part to the sales reps needing to spend the majority of their time in front of prospects selling, and not having a lot of extra time to reach out to their entire prospect universe to identify new opportunities.

#### **The Solution**

VMA collaborated with the client on a scalable business development solution that would enable program flexibility and fill the client's pipeline at a steady and manageable rate. Instead of deploying a full-scale outbound campaign at VMA's contact center, one VMA Business Development Specialist began making outbound lead generation calls and managing inbound inquiries from the client's office as a part-time contractor. There, the Business Development Specialist benefited from direct interaction and collaboration with the client, and the client benefited from the Business Development Specialists' B2B prospecting expertise without having to hire a full-time, permanent employee.

#### **Results**

The program ramped up quickly since the client didn't have to spend time recruiting, hiring and training a new employee and because VMA was able to leverage years of strategic experience and a pool of industry resources for quick turnaround. The program has been in place for a year and a half and has produced very positive results to date:

- Over 115 qualified leads
- 17 leads have advanced to actual sales
- 540% ROI

As a result of the program's success, the client recently doubled the program's size to include additional Business Development Specialists calling more hours each week and added an additional lead generation campaign targeted to a new market segment. The program has since moved to VMA's contact center, however, VMA's Business Development Specialists are still able to work directly from the client's CRM system for seamless data and information transfer.