

Case Study



Company Background

This company manufactures computer hardware and software and provides services to customers worldwide. This project was for a division that focuses on enterprise-class UNIX-based servers and software.

Target Market

Their target market are the very largest companies that have business-critical computing requirements and extremely robust application demands, typically for ERP and large database, computation-intensive applications running on a UNIX platform.

Business Challenge

The division lacked customer intelligence for clients that are not covered directly by the sales team. They needed to know buying plans as well as contact verification and account profiling. They wanted the ability to understand the needs of these accounts so they could connect the appropriate direct or channel resources with prospects that have immediate buying plans.

Solution

LeadMaster crafted a two-pronged outbound telemarketing campaign to provide both Demand-Generation as well as Account Profiling for the required customer intelligence.

Results

Provided with the name of the company only, LeadMaster was able to produce both a complete company profile of decision makers and influencers while also completing focused sales requirements surveys and uncovering server-sale opportunities.



Account Profiling

Summary

Account Profiling

Appointment Setting

Lead Generation

Lead Nurturing

Prospecting

TeleSales

LeadMaster uncovered high-quality customer conversational details along with qualified lead opportunities. The details were delivered in LeadMaster's online lead management solution; including client software platforms and preferences, IT growth plans to include virtualization; consolidation; and changes in the architecture.

This campaign provided the client sales team with a very clear understanding of the decision makers, installed base, budget, projects, plans, preferences and time-frame.

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