

Case Study



Company Background

This case study is about a software company. They provide business process management and business integration software and services. Their software integrates, manages and monitors enterprise applications, enabling reliable and high-performance information delivery.

Target Market

Their target market includes primarily large organizations with sales revenue of at least \$500 million. They focus on a wide range of global industries: energy & utilities, financial, manufacturing, telecommunications, government, insurance, retail & consumer package goods, healthcare, pharmaceuticals and transportation & logistics.

Business Challenge

Sales reps were having difficulty following up in a timely manner with contacts that attended an event or webinar, downloaded a white paper or requested information. Because they weren't following up on prospects, the quantity and, most importantly, quality of leads from these interactions fell short of expectations.

Solution

LeadMaster reps studied the customer's products from an internal sales rep's perspective to facilitate intelligent conversations. They were then able to provide requested information and follow up with a phone call to discuss the prospect's needs. When an opportunity arose, LeadMaster collected as much information as possible and conveyed that information directly to the appropriate sales team.



Inside Sales

LeadMaster has developed excellent working relationships with both management and sales reps, often communicating on a daily basis.

Results

LM has developed seamless communication with the company's sales and marketing teams at both the rep and management level. The LeadMaster team has uncovered sales opportunities, which were not previously on the radar and also responded quickly to customer requests for information, improving overall customer satisfaction.

Summary

“LeadMaster has been an excellent business partner, providing both inside sales assistance and lead generation. They represent us well.”

**LeadMaster
Added
Value**

Account Profiling

visit: <http://www.LeadMasterDirectmarketing.com>

Appointment Setting

800-699-4164

E-mail: sales@leadmaster.com

Lead Generation

Blog: <http://blog.leadmasterleads.com/>

Lead Nurturing

Prospecting

TeleSales