

SERVICE TYPE

Appointment Setting,
Database Creation

INDUSTRY

Saas

PROBLEM

A client in the Saas industry came to us with a problem that they were facing. They had recently hired 10 new sales staff who were spending too much time qualifying leads rather than speaking to already qualified leads and reaching their sales target.

SOLUTION

After being briefed on the campaign Gen Leads was able to create a custom database which was used for the campaign calls. This database was washed against the client's current database and nurtured leads to ensure that there were no duplicates. Gen Leads worked closely with the sales managers to ensure all lines of communication were open while bookings were taking place. The leads were segmented into regions, called, qualified and once qualified and interest was confirmed, booked in with the relevant sales manager where they discussed upcoming product changes and industry updates.

RESULT

A 5,000 custom database was created with a conversion rate of 25% over the campaign period. A lead nurturing strategy was also put into place where an additional 15% of nurtured leads were booked with the relevant sales manager.

Due to the success of campaign, the campaign was replicated every quarter with the client extending its use of Gen Leads services with a number of new campaigns being created and completed by Gen Leads on a regular basis.

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