

About Client: Client is a leading services provider in the areas of payroll services and support services for post-merger integration

Client situation: Client was struggling to grow its topline due to lack of meetings and relevant leads

What we did: Our solution had following elements

- Brainstormed the list of events that lead to requirement of client's services in a company
- Started tracking all Fortune 1000 companies and its subsidiaries across the regions for the related event
- Whenever there was a news that triggered need for services in any of the tracked accounts, a lead generation exercise was taken up.
- With information sources and databases, relevant personnel's profile will be pulled up and calling would be done to set up the meetings
- Meeting leads would be passed onto the client sales team
- Follow-up would be done for meetings done in the past

Outcome

- More than 100 meetings set up over a year. Tentative gains of over a million dollars possible with the current hit rate and ticket size of meetings