

**We helped an accounting major improve its sales by generating more leads and improving the success rate of sales meetings**

### **About Client**

Client is a leading professional services firm providing services related to payroll support, audit, taxes, accounting in more than 100 countries

### **Client Situation**

Client was struggling to achieve its growth targets in strategic markets of US and Asia Pacific

### **Our Solution**

Following were the major aspects of our solutions

- We did some sales analytics to understand who buys client's services in its strategic markets
- We ran a process to generate lead of similar clients in the key markets
- Leads were then uploaded to client's CRM system prompting the sales team to action on the leads generated
- A campaign was run for the sales team to get more meetings with the interested clients
- Material with the background of client's customers, their strategic objectives, financials and the services that can be pitched prepared for all the key accounts and new customers
- Later the whole process of generating leads for the particular division was offshored

### **Outcomes**

- 12% more leads generated than last year
- 3% improvements in the hit rate of meetings Y-o-Y
- 6% growth in revenues
- 15% growth in the number of meeting
- More than 20% improvement in sales staff productivity