



## CALIFORNIA CRYOBANK

Founded in 1977, California Cryobank is a full-service sperm bank providing a comprehensive resource for frozen donor sperm, private semen cryopreservation, and specialized reproductive services, including egg and embryo storage. The company also provides a full range of services that represent their mission to become a life sciences platform that helps grow and protect families.

### CLIENT REQUIREMENTS

California Cryobank's goal was to increase the conversion rate of online applications to qualified sperm donors. To achieve this, the sperm bank needed Sales Focus to perform outreach to potential donors via call, text, or email to schedule initial appointments.

### SALES FOCUS INC. SOLUTIONS

Sales Focus Inc. (SFI) was contracted to design a sales and marketing campaign utilizing call, text, and email channels to meet California Cryobank's goals. SFI recruited, trained, and managed a dedicated inside sales representative and implemented a results-driven sales process. The rep performed outreach and qualified potential donors to then pass off to the cryobank's Donor Coordinator to complete the donor program.

### RESULTS

In one year, the campaign successfully exceeded California Cryobank's goal of 199 total qualified donors by consistently providing an average of 60 new profiles each month. As a result, SFI's sales representative grew within the Client's team, gaining more responsibilities and attending a conference with them.



**262%**  
to Quota