A SOFTWARE DEVELOPMENT COMPANY

SOFTWARE / INFORMATION TECHNOLOGY

CLIENT DESCRIPTION

The client is a software development company that develops AI-powered solutions and business processes for web, mobile, and enterprise platforms. The client has experience providing solutions to all types of industries, including real estate, e-commerce, logistics, Edutech, Fintech, etc.

SALES FOCUS INC. SOLUTIONS

Sales Focus implemented outbound multi-channel, multi-touch campaign activities that delivered opportunities for the client to engage new sets of target buyers and drive new client acquisition and revenue growth.

CUSTOMER REQUIREMENTS

The client initially developed a marketing strategy that would utilize their in-house system. After discovering how limited the company's resources were compared to its competitors, the client decided to outsource its sales operations.

RESULTS

The campaign generated 144 meeting-qualified leads within the first 7 months of the program, and 97 sales demonstration appointments were made with a 67% conversion rate.