

the company

An \$85 million national provider of high-value IT services and solutions, headquartered in the Midwest, this client has a 6-month cycle selling to healthcare, government, higher education, corporate and professional services accounts.

the goals

The Director of Lead Generation needed a partner he could trust to help his company's aggressive growth plans via demand generation efforts. His goals were specific and clear: "I hope to see between 70 and 90 highly qualified leads within the first six months," he said. This executive performed extensive due diligence, interviewing more than 130 lead generation firms before deciding on partnering with InTouch.

the intouch solution

InTouch assigned a team to call into four different verticals that fit our client's target market. We request to speak with Executives of mid-size companies, inviting them to various events our client hosts. During these conversations, we uncover company initiatives that fit into one of our client's seven core competencies. We also executed a nurturing campaign, opting prospects in to receive educational materials on their industry and as well as on our client.

"InTouch has become an integral way to get our message out," this executive noted. "In the past, our organization has grown through word of mouth and its stellar reputation. By adding InTouch, we can now share our value proposition with targeted decision makers directly and on a much broader scale. It has been a wonderful way to prospect."

"InTouch's callers, CRM focus, closed-loop feedback and their culture, above all, are just a few of the reasons why we chose InTouch over 130 other lead generation firms."

the results

To date, InTouch has delivered 85 highly qualified leads with two weeks left to go in the prescribed six-month time-frame for a potential of \$370,000 for our client. In one month alone, the team averaged 22 leads per 160 hours of calling, which exceeded even the highest expectations of the client!

For this executive, the commitment of the specialists is a valuable commodity that translates into better leads. "I have yet to hear from a salesperson that calling on an InTouch lead is a 'waste of time.' The InTouch specialists have such a willingness to listen and implement any changes or suggestions I make, that it is a truly wonderful experience working with them."