

## the company

This client, a global manufacturer of factory automation and sensor solutions headquartered in California, needed a partner who could seamlessly nurture and develop new accounts for their sales force.

## the goals

Our client's Marketing Director chose InTouch for our ability to access and speak with executive-level decision makers. He originally asked us to help his company improve communications with known prospects. However, after a very short time he recognized that we were capable of providing a much more comprehensive solution. Due to the program's early successes, we were given the task of expanding and nurturing their entire prospect base.

## the intouch solution

InTouch contacts manufacturing locations and speaks with safety executives. The executives are asked profile questions to identify locations that are a fit for safety assessments or internal skill builder training on machine safeguarding. Multiple contacts are profiled within each account including both decision makers and influencers.

Locations that are a fit, but not ready to buy are opted-in to a lead nurturing process. Each contact is segmented by role and industry and then assigned to the appropriate automated nurturing "track."

The InTouch automated nurturing system sends an ordered and timed series of e-mails, regardless of the time they were added to the nurturing process. Different messaging and content tracks are setup by job role and industry to ensure that the series of messages and educational content are relevant to the recipient.

The automated e-mail nurturing process significantly increases efficiency while still retaining the strengths of a personal e-mail message because it comes from the same person the prospect speaks with on the phone.

Prospects in all tracks receive e-newsletters, invitations to web casts or industry information on safety, compliance or manufacturing trends.

Appropriate follow-up calls are made at varying intervals as the prospects progress through each nurturing track. All e-mails are sent and received through the system so that all touch points are logged and tracked. This allows our callers to know what information the prospect has received so they can keep their calls timely and relevant. It also allows our callers to immediately respond to any replies coming in from prospects.

*"I would tell any person in my position that, if they are looking for help generating new leads in a complex sales environment, InTouch is the company to call."*

### the results

The lead nurturing program has been running for two and a half years and our client has expanded their sales team in response to the increase in lead quantity and quality. The automated nurturing system has dramatically increased efficiency and reduced costs when combined with the teleprospecting program.

When asked about the results of having InTouch work with them, the Marketing Director said, "InTouch has given our sales force more leads than they can handle. It's gotten to the point where we have to completely reorganize our sales department in order to accommodate the leads that are coming in. We have 90 percent more leads now than we did before we began working with InTouch.

"From our perspective, it's great working with InTouch because they continue to give us results that will help us meet our business expansion goals."