

## the company

A premier Application Service Provider located in southern Wisconsin, this InTouch client supports marketing and creative personnel through a wide variety of software digital asset management, pre-press and post-production services to reduce administrative time, increase market exposure and enforce brand consistency for its customers.

## the goal

The Director of Sales and Marketing needed assistance in several areas, including a desire to reduce the amount of time his sales team spends on cold-calling and increasing their time with ready-to-buy prospects.

“We also wanted more qualified leads in our pipeline to help increase our sales revenue,” he said. “In addition, we are facing increased competition, so we need to reach our market first and help prospects fully understand our complex offering. Rather than increasing our overhead with internal employees, we decided to take advantage of InTouch’s expertise in teleprospecting and lead nurturing.

## the intouch solution

InTouch quickly established an excellent teleprospecting program with messaging that was specific to target contacts within our client’s market. We pursue that audience and quickly separate the buyers from prospects who were not a good fit for our client’s services. Our focus is on speaking with the VP or Director of Marketing to set up one-on-one Executive Briefings via the web with our client’s sales reps so the decision makers can view online demos of our client’s products.

## the results

After more than a year, InTouch leads occupy more than 17 percent of our client’s sales pipeline. According to our client’s Director of Marketing and Sales, “We always had the confidence InTouch could make it work, it was just a matter of letting them do what I hired them to do. As time progresses, InTouch leads continue to equate to volume.

The leads are, for me, a visible advantage of working with InTouch. Watching them take our prospect list and filter contacts down to qualified buyers is remarkable. We love the leads!”

*“InTouch maximizes long-term lead generation strategy, which equates to sales revenues. Their methods are something organizations with a complex selling process absolutely need to utilize because they work. In a way I am glad not everyone uses InTouch because that means I have the advantage.”*