



Our client is a well-known international Information Technology consulting and implementation company that delivers business solutions through global software development to different verticals.

The Challenge

The client was seeking to drive sales in the North American market for Travel and Transportation vertical in segments such as air transport, car rentals, hospitality, travel distribution, leisure and logistics in delivering superior IT solutions.

The client was looking for a way to help its sales reps be more efficient and effective in the sales process. The company wanted their team to reduce the amount of time they spent prospecting and do what they do best – sell. They also recognized that once the sales rep actually met the prospect, sales followed, but setting those conference calls and face-to-face appointments was challenging.

The Approach

We launched a multi-touch, door-opener campaign. The program included:

- ✿ Deep penetration of the sales team’s wish list
- ✿ Engaging key decision makers and influencers
- ✿ Setting appointments for in-person meetings
- ✿ Enhance and validate the target database for future efforts
- ✿ Track results and demonstrate a positive ROI

Tracking every industry movement to give you the best solution

Value Delivered

The pilot program was an enormous success, exceeding the goal for appointments set. In addition, the program nearly doubled the percentage of prospects that signed on as the client's customers following the meeting with their sales rep in Business Intelligence / Analytics, Testing and Mobility space.

The client received a steady flow of meetings with CXO and VP level decision makers keeping their sales pipeline filled.

The success of the campaigns led to a continued relationship with the client that extended to other offerings and industry verticals as well. Due to its initial success, the program has now rolled out across the U.S. and Europe.



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