

Marketing Corner – Studio CASE STUDY – Sales pipeline

Having troubles with prospecting
& closing the sales?

Sales Leads GENERATION.

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Problem

The company have faced a long-term challenge with acquiring new customers. Most of the problems layed in disorganized and ad-hoc actions towards building a sales pipeline. Some attempts have existed, such as collecting leads data as well as outreach emails, but there was no consistency in action, nor was there a built sales team (sales development representatives) to deal with cold calling and cold emails. The other problem was in relation with legacy system, mainly excel files without comprehensive BI that could be succesful in delivering timely management reporting. Finally, nobody within organisation was assigned SEO role in order to manage traffic and search engine rankings. More than 80% of sales was coming from online channels, other channels were temporarily closed due to the pandemic barrier.

Solution

After a deep dive into the business procedures, top management meeting was organized. The only way to progress was to acquire sponsors acceptance and sign-up. In this way, we have aligned top management toward a single goal: to increase sales by 50%. Marketing team was trained with basic (organic) SEO, but also with Google ads (key words, goals settings, conversion...). Sales team was enlarged with ten new SDR's who were trained in cold emailing and cold calling. The procedures were developed (cold calling scripts and content of each outreach email message), but also LinkedIn sales navigator was set up. Due to the short-term cash flow shortage no ERP BI was set up. Excel files were organised into clusters and reporting in terms of calling volume, etc, while management tracking was executed by preparing manual reports that gathered data from other existing files (by using simple excel functions).

Results

As the result sales was increased by 70% for 5 months of new strategy execution.

There were some points that remained untackled, such as BI, but this expenditure have been disclosed in the next year budget.

70%

increase in sales