

## **An international business-to-business company Lead generation and appointment scheduling innovation**

### **The Challenge**

An international business-to-business company had a sizeable prospect list segmented by Standard Industrial Classification code, but had no way of identifying the decision maker within each company, qualifying its leads or getting an appointment to meet with the decision maker.

The goal was to identify the decision maker within each prospective company, get that decision maker in a conversation to answer qualifying questions, qualify that company as a profitable and desirable lead, and then get the decision maker to agree to meet with a new business development specialist. Most importantly, InfoCision needed to make sure the program ultimately returned a desired ROI for the client.

### **The Solution**

In an effort to qualify the leads, IMC gathered the following information from each prospect:

- Name, title, phone, e-mail address
- Shop and maintenance supplies they currently use
- Number of maintenance technicians
- Current vendors
- Preference for self or vendor inventory management
- Preferred method of purchasing
  - Through a Web site
  - Having a sales representative visit and take the order
  - Using a catalog and ordering over the phone
  - Going to a local branch or store
  - Having an inside sales representative call to take orders

After gathering the data from each lead, our goal was to schedule two appointments per day for each one of the company's new business development specialists across the nation. One appointment was between 9 and 11 a.m. and the other was between 2 and 4 p.m.

When an appointment was scheduled, InfoCision launched a personalized auto e-mail confirming the appointment with both the specialist and prospect. The appointment then showed up on the specialists' real-time interactive calendars with no possibility of double bookings. The specialists also had complete accessibility and control of the calendar allowing them to schedule appointments, move appointments, block out days and hours they were unavailable, etc.



## The Results

### Industry #1

The client spent a total of \$102,515 to obtain 1,064 appointments, which resulted in 180 new clients. At an average of \$10,000 in annual revenue per client, the client gained a total of \$1,800,000 in annual revenue, which is a ROI of 16.56.

#### Results

Decision makers reached	11,516
Surveys taken	1,728
Survey response rate	15.01%
Appointments	1064
Appointment response rate	9.24%
BDS close rate	16.96%
New clients	180
Billable hours (at 30.88 contact/hr)	2,733.74
Appointments per hour	0.39
Billable rate per hour	\$37.50
Total cost (IT & training not included)	\$102,515
Cost per appointment	\$96.35
Cost per new client	\$568.10

#### Profitability

Annual revenue per new client	\$10,000
Total new annual revenue	\$1,800,000
Client life span (years)	5
Total new client revenue	\$9,000,000
Margin	65.00%
First year net	\$1,170,000
IMC cost	\$102,515
Total first year net	\$1,067,485
Total second year net	\$1,170,000
Lifespan net	\$5,747,485

### Industry # 2

The client spent a total of \$36,423 to obtain 344 appointments, which resulted in 58 new clients. At an average of \$10,000 in annual revenue per new client, the client gained a total of \$580,000 in annual revenue, which is a ROI of 14.92.

#### Results

Decision makers reached	4,200
Surveys taken	510
Survey response rate	12.14%
Appointments	344
Appointment response rate	8.19%
BDS close rate	16.96%
New clients	58
Billable hours (at 30.88 contact/hr)	971.29
Appointments per hour	0.35
Billable rate per hour	\$37.50
Total cost (IT & training not included)	\$36,423
Cost per appointment	\$105.88
Cost per new client	\$624.30

#### Profitability

Annual revenue per new client	\$10,000
Total new annual revenue	\$580,000
Client life span (years)	5
Total new client revenue	\$2,900,000
Margin	65.00%
First year net	\$377,000
IMC cost	\$36,423
Total first year net	\$340,577
Total second year net	\$377,000
Lifespan net	\$1,848,577