



# Case Study

## *Integrated B2B Lead Generation Program for Complex Sales*

### Challenge

A global Fortune 100 storage solutions provider needed to improve, justify, and qualify its' Division's impact on North American quarterly revenues. To achieve the targeted revenue growth at year end, they had to increase their run-rate of new qualified sales opportunities by over 50% while increasing their close rate. In addition, each sale had to be tracked and marketing efforts had to be attributed to the appropriate marketing activities and events.

The lead generation efforts and associated tracking had been disparate for several years. The Business to Business (B2B) outbound prospecting efforts were performed autonomously by each region with limited overall success. They sought a solution that would not only integrate their current B2B lead generation activities but also create net new business via outbound marketing.

### Solution

Minecor designed a multi-touch B2B lead generation program with multiple integrated components. To streamline the process for the client, Minecor handled inbound inquiries via the client's website, email requests and inbound calls. Additionally, Minecor provided outbound calling and emailing functions to foster and facilitate constant movement of prospects through the sales pipeline. Minecor Sales Specialists were assigned to cover all the company's North American regions. Minecor's Master Database of >750,000 contacts spanning all verticals was incorporated as a major resource to mine prospects. Minecor also constructed its outward-facing identity to provide a seamless experience to the end-users, customers and prospects.

### Requirements

- Cost effective & flexible system to feed new B2B leads to large outside sales force
- Measurable of Return on Investment (ROI)
- Tenured, industry proven Sales Specialists; 100% dedicated to client
- Seamless integration with client
- Target database by specific verticals and segments based on profile
- Obtain traction in new verticals/industries
- Periodic reporting of sales and marketing intelligence
- Continued comprehension and positioning of new products
- Easy migration of data to client's CRM (Customer Relation Management)
- Ongoing analysis of market trends and competitive landscape
- Won/Loss Deals Analysis

### Solution Overview

#### Results:

- **5.1 times ROI within 12 months**
- **15 times ROI within 19 months**
- **18 times ROI within 25 months**
- **Additional Pipeline: \$34,000,000+ quoted deals**
- Increased closure rates as leads were nurtured to maturity
- Realized revenue streams from diversification into new verticals

**Company:** Division primarily manufactures and sells mass data storage solutions

**Channels:** Sells primarily through VAR's (Value Added Resellers) and SI's (Systems Integrators)

#### Challenges:

- Create new revenue stream by augmenting existing sales pipeline
- Seamlessly manage development of leads from multiple marketing activities and venues
- Develop and transfer leads to outside sales force and channel partners

#### Minecor Services Used:

##### Revenue Generation Program

- 4 Minecor Sales Specialists
- Minecor's Master Database (>750,000 contacts spanning all major industry verticals)
- Minecor Marketing Trend Analysis
- Personalized e-mail Campaigns



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## **Details**

This computer manufacturer and solutions provider focused mostly on events and inbound sales activity. However, they only had disparate outbound efforts to drive account acquisition. Their outside sales representatives did not have the bandwidth to adequately stay in touch with their entire customer base and contact new prospects within their respective regions.

The Senior Director of Marketing had the task of implementing a solution that would meet revenue goals and improve the customer experience with a limited budget. She had a steady execution of several marketing activities including seminars, trade shows, webinars and other special events. What was missing? A singular way to bring all the efforts together. She needed a way to combine her companies marketing efforts with personal touches of an outbound specialist calling each prospect, at precisely the right interval, to add value throughout a lengthy decision-making process. The final element needed was an extensive reporting system in which to measure campaign effectiveness, Return on Investment (ROI), sales pipeline per region, channel partner progress, market trends analysis, and deal won/loss analysis.

After speaking with Minecor, she realized that with a limited budget, she could implement an extension of the company's sales team. Minecor would be the mechanism to stay in front of existing customers while acquiring new customers. She could also measure, fine-tune and justify marketing efforts. In addition, she could compare territories and capitalize on "what's working" within a territory by migrating favorable sales and marketing methods across the entire organization.

Minecor began a two week preparation cycle that included research, messaging, training, database development and segmentation of Minecor's Master database of >750,000 contacts. All of these efforts were aligned to mirror each sales region. A Minecor Program Manager was assigned along with four Sales Specialists based on their backgrounds. Each Sales Specialist had several years of industry Inside Sales experience. The manufacturer provided product training and Minecor provided program training.

Minecor ramped up production in the initial two weeks of the program and began to fill the sales pipeline with a steady stream of new "sales ready" opportunities. The communication between Minecor's Sales Specialists and the outside sales teams were established and maintained to ensure the best of practices and prompt attention to customers and buyers. Minecor continued to deliver opportunities and made quick course of action changes based on findings that continually made the program more efficient and more effective.

## **Summary**

The result was continuous performance increases and real revenue growth as each sales cycle passed as charted below:

5.1 times ROI within 12 months

15 times ROI within 19 months

**18 times ROI within 25 months (In addition, this is backed by a Sales pipeline with Quoted deals exceeding \$34,000,000)**

*Other goals accomplished included penetration into and acquisition of accounts within several new markets/verticals while increasing sales performance.*

**For more information** about Minecor's B2B Lead Generation Programs or other services **contact Minecor Business Development:**

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