



Sales Lead Generation - Case Study

Leading e-Logistics Management Company

Client

A fast growing and leading e-logistics / transportation management provider with over 100,000 trucks and 2,500 customers in USA.

Business Challenge

The client's business was growing at a fast pace. To meet the growth targets, the client's inside sales team too was growing at a fast pace. The sales team was using salesforce.com system to manage the sales. The challenge was to generate a large number of prequalified leads to sustain the productivity of the inside sales team. The primary role of the inside sales team was to connect with potential customers and get them on board.

The Client's market research team was performing the research to identify sources of leads. The research team would create a list of web sites to source the target company names or source a custom lead list from other external sources.

This information was passed to the inside sales team for out-calling. This posed the following challenges for the inside sales team:

- Clean-up of the lists was required as company information had to be validated
- Companies within these lists had to be qualified based on business rules
- Incomplete information about the companies had to be researched

This resulted in significant back-office workload on the inside sales team and loss of productivity. The inside sales team wanted to focus on its core function and not in qualifying leads or cleaning the data of the leads. They wanted to focus on core function of out-calling and connecting with potential customers.

Suma Soft Impact Solution

Suma soft set up a team of trained resources to generate qualified leads based on the customers business requirements.

A process was established to research leads based on specific region, company's revenue, industry type, product line and other attributes that contributed in identifying potential customers and create leads in SalesForce.com. The information from the raw lead lists was captured in a structured and customized format which could be directly imported in the SalesForce.com

The off-shore team also managed and ensured that all regional queue's for the inside sales team had sufficient leads in pipeline to meet weekly out calling targets.

Results Achieved

- Greater operational efficiency into the inside sales team
- Increase in productivity of sales team with consistent lead pipelines
- Substantial Cost-Savings through reduced operational costs