

## Meta Marketing - Reference Story - 1 & 2

### **Multi-national Software Firm Succeeds with Meta**

**Contact:** Marketing Director

**Company:** International software company - based in France

**Critical Issue:** Lead generation programs were ineffective.

**Reasons:** The Marketing Director told us his existing lead generation efforts performed internally and by other "high-end" marketing firms, were ineffective in the U.S. Sales reps were getting frustrated and leaving the company -- going to the competition. The sales pipeline was full of old, dead-end leads. Multiple sales prospecting methods were being used, resulting in inconsistent positioning and awkward selling situations.

**Requirements:**

- He said he needed to quickly fill his sales pipeline with high-quality sales prospects, specifically CFOs and CIOs of Fortune 1000 businesses.
- He said the prospecting approach had to be consistent with his company's solution-based selling method.
- He said the firm had to be familiar with I.T. and software security.
- He said a standardized method of lead qualification had to be developed and used.
- He said the firm had to be able to scale up or down quickly.
- He said fulfillment information had to be distributed electronically.
- He said information about qualified sales leads had to be sent daily for import into his company's contact management system.

**Solution:** Meta resolved the critical issue by satisfying the above requirements.

**Results:**

- Within three months, the client's sales pipeline was filled with high-quality opportunities, resulting in numerous RFPs, on-site demos, and proof-of-concept tests..
- Sales reps and managers were able to focus on closing business and sales force attrition stopped being a problem.
- The company was able to gain greater sales coverage in the U.S. market in spite of their limited sales force.
- The company obtained valuable market intelligence, enabling them to better position and sell their product.