

## Meta Marketing - Reference Story - 4

### Software Company Builds Quality Sales Pipeline with Meta

**Contact:** Chief Operating Officer

**Company:** Commercial software company specializing in decision support solutions

**Critical Issue:** To measurably increase the quality and consistency of sales leads

**Reasons:** He told us his internal telemarketing group couldn't keep up with the demand and that the quality of their leads was poor, causing the sale force to discount many of the leads. He told us sales reps were beginning to leave for the competition. He also told us the company had to rapidly increase sales effectiveness because they were positioning for an IPO.

**Requirements:**

- He said the firm had to be well versed in I.T. and savvy positioning a high-tech software product to highly-level executives.
- He said the prospects had to be consistent and highly qualified.
- He said prospect information had to be communicated electronically to the appropriate sales reps in the field.
- He said he needed bi-weekly reporting of all the leads sent to his reps.
- He said he needed all sales appointments confirmed the day before and followed-up on (several days after), to ensure everything went smoothly.
- He said the firm should have experience in Solution Selling<sup>®</sup>, since his company had invested heavily in training its reps on this sales method.
- He said he needed help developing the calling materials based on the Solution Selling method -- Pain Statements, Reference Stories, etc.
- He said he needed help identifying and acquiring a new contact database.

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

**Results:**

- The existing sales pipeline was cleaned up and rejuvenated with significant sales opportunities within weeks of hiring Meta.
- Sales reps and managers were able to focus on closing business and sales force attrition stopped being a problem.
- Within eight months the client had over \$3 million in new business identified by Meta, that was expected to close.
- The company was able to gain additional investment capital to help go public.