

## Meta Marketing - Reference Story - 5

### Software Firm Wins with Outsourced TeleProspecting

**Contact:** VP of Sales

**Company:** Fortune 100, commercial software company

**Critical Issue:** Quickly fill and maintain sales pipeline for a new product offering.

**Reasons:** The VP of Sales told us his new product required an early sales success that was customer referencable. He told us his company didn't have the internal resources to generate the needed leads.

**Requirements:**

- He said he needed a firm familiar with Information Technology
- He said the leads had to be sent directly to the appropriate sales rep.
- He said he needed a periodic report showing what was sent to each rep, sorted by rep, that he could use for his sales status reviews.
- He said he need to know how well his reps were following up on leads.
- He said he needed a report showing campaign production status, including calls made, database worked, results obtained, etc.
- He said he was looking for a firm Solution Selling® experience.
- He said he needed help creating the calling materials for the campaign and help researching and acquiring a contact database.

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

**Results:**

- Within three weeks of receiving the go-a-head, the client's sales reps began receiving qualified sales opportunities, allowing them to stop cold calling and focus their efforts on closing sales.
- Within two months the client hired additional sales reps to work the abundance of qualified sales opportunities provided by Meta.
- Within four months, more than 400 qualified prospects has been identified, filling the clients sales pipeline -- resulting in more than \$4.5 million in expected business.