

Professional Services Success Story – Hospital IT Company

COMPANY DESCRIPTION

Our Client develops the hardware and software systems to track and report on hospital waste management and disposal systems.

The Company was originally founded in 1992 with the goal of helping hospitals with environmental issues and now serves more than 370 clients in a number of diverse industries including Education, Hospitality, Healthcare and Construction.

The Company's services, beginning with waste tracking, have expanded greatly and now include quality control (QC) tracking systems controlled by handheld instruments. Data is collected and collated electronically resulting in reports that help guide management decisions.

CHALLENGE

To help expand into the 4 verticals, the Client was looking for a partner to provide sales lead development and appointment setting. Initially they just wanted a boost and were seeking a one-time 3 month campaign to help add qualified leads to the sales funnel.

SOLUTION

The Intelliverse Managed Lead Generation is intended to give salespeople more time to spend turning Qualified Prospects into Customers by offloading prospecting and qualification tasks. Intelliverse helps create or fine-tune existing calling scripts, and assigns a dedicated Associate to the Client's campaign. The Intelliverse Associate becomes an extension of the Client's sales and marketing team- except the Client does not have to deal with hiring, training and motivating the Associate.

RESULTS

After the first two months, the Client saw an upsurge in sales appointments, resulting in 44 new product demonstrations. With a high closing percentage of demos to customers, it is expected that the that the leads from the first 2 months of Intelliverse are valued at \$ 24,000 / year.

The Client was so pleased with the initial results and the professional team at Intelliverse, that they have referred several other companies to Intelliverse.