SOFTDEV INCORPORATED

SOFTWARE/IT DEVELOPMENT

CLIENT DESCRIPTION

SoftDev Incorporated is a software company that provides end-to-end software development services including Web, Mobile, Analytical, Machine Learning, Blockchain, and RPA solutions, and has significant experience in Logistics, Supply Chain, Fintech, Edutech, and E-Commerce.

CUSTOMER REQUIREMENTS

SoftDev Incorporated aimed to provide a progressive range of quality skills and services to fully facilitate end-to-end solutions for their customers' different IT needs. Initially, they planned out a marketing plan that would utilize their in-house system but eventually decided on outsourcing after seeing how fast and intense the market competition had become and how limited their resources were.

SALES FOCUS INC. SOLUTIONS

As the top sales outsourcing company in the United States, Sales Focus Inc. had the resources in place to beat SoftDev's competitors to market and take ownership of their target territories. We implemented outbound multi-channel, multi-touch campaign activities that delivered opportunities for SoftDev to engage new sets of target buyers and drive new client acquisition and revenue growth.

RESULTS

In the first seven months of the program that SFI developed for SoftDev, the campaign was able to generate 144 meeting-qualified leads which resulted in 97 sales demo appointments – a 67% conversion rate.