

CALIFORNIA CRYOBANK

HEALTH CARE – LIFE SCIENCES SERVICES

CLIENT DESCRIPTION

Founded in 1977, California Cryobank is a full-service sperm bank providing a comprehensive resource for frozen donor sperm, private semen cryopreservation, and specialized reproductive services including egg and embryo storage. The company also provides a full range of services that represent the company's mission to become a life sciences platform that helps grow and protect families.

CUSTOMER REQUIREMENTS

California Cryobank's goal was to increase the conversion rate of online applications to qualified sperm donors. To achieve this, the sperm bank needed Sales Focus to perform outreach to potential donors via call, text, or email to schedule initial appointments.

SALES FOCUS INC. SOLUTIONS

Sales Focus developed a sales and marketing plan to meet California Cryobank's goals. SFI hired and managed a dedicated sales professional to perform outreach and qualify potential donors to then pass off to the cryobank's Donor Coordinator to complete the donor program.

RESULTS

Sales Focus exceeded California Cryobank's initial goal of 199 total qualified donors in 2021 by consistently providing an average of 60 new profiles each month. Our sales agent grew within the California Cryobank Team by gaining more responsibilities and attending a conference with them.