



## IT SERVICES PROVIDER

The Client is a leading global IT services provider that delivers staffing and technology solutions that address key business challenges, including software engineering, DevOps, data engineering, and analytics.

### CLIENT REQUIREMENTS

The Client has worked with companies of various sizes and industries over the past 20 years, empowering them to unleash their full potential by adopting data-driven strategies and technology. While the Client has had success, they wanted to up their sales efforts to increase year-over-year revenue growth and attract new clients in the software, IT, and data and analytics landscapes.

### SALES FOCUS INC. SOLUTIONS

Sales Focus Inc. (SFI) was contracted to design a lead generation and appointment setting campaign that utilized call, email, chat, networking events, and social media channels. Account management, sales enablement, support, and access to CRM tools and subscriptions were provided. SFI's overarching goal was to represent the Client as their sales team, launching a targeted campaign to reach and identify prospects, set meetings, and close deals.

### RESULTS

The 6-month campaign successfully exceeded the Client's goal by producing 33 scheduled sales appointments and 77 marketing-qualified leads. The average weekly outreach numbers included 55 calls, 491 emails, and 577 social actions, resulting in 1,124 total actions per week.



**77**

Marketing Qualified Leads



**33**

Sales Appointments



**1,124**

Total Actions Per Week