



CREDIT & COLLECTIONS FIRM

The client is a credit and collections company that focuses on due diligence and investigations. The client services the US and Canada and provides credit investigations, screenings, debt recovery, and credit reporting.

CLIENT REQUIREMENTS

The client empowers businesses to manage credit limits and optimize sales flow through proven financial strategies. By providing a centralized view of accounts receivable, they enhance control and visibility for better decision-making. To strengthen their market position and expand into new industries, the client aimed to launch an awareness campaign that highlights these core benefits to a wider audience.

SALES FOCUS INC. SOLUTIONS

Sales Focus Inc. (SFI) was contracted to design a lead generation and appointment setting campaign that utilized call, email, chat, webinar, and social media channels. Account management, sales enablement, support, and access to CRM tools and subscriptions were provided. SFI's overarching goal was to contact prospects through channels to discover upcoming needs and pain points, profile target accounts, schedule appointments for the client's consultants with prospects, and manage leads.

Account Research and Selection

- The client selected target industries, locations, and relevant contacts which SFI used to determine the ICP. SFI created a list of potential customers to target, which was reviewed and approved by the client.

Account and Prospect Profiling

- The client provided buyer persona profiles that were to be targeted in specific demographic and firmographic segmentations. The primary targets were Finance Directors and Controllers, Credit Managers, A/R Managers, etc. The list was further segmented based on industry.

RESULTS

The 12-month campaign successfully produced 84 appointments, 156 marketing-qualified leads, and 2,230 social media connections. As a result, new opportunities were created for the client to engage target buyers on a larger scale and SFI reached its key objectives of delivering best-fit accounts and qualified prospects.