SALES FOCUS
INTELLIGENT SALES OUTSOURCING

# FINANCIAL SOLUTIONS PROVIDER

The Client is a global financial solutions provider that specializes in currency management, payment solutions, and risk management.

## CLIENT REQUIREMENTS

The Client needed to expand into the US but had difficulty finding businesses in need of international currency and payment services. They struggled with engagement and competitiveness; therefore, lead quality and brand visibility needed to be improved.

## 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 launch a targeted campaign to increase brand awareness and reach and identify prospects, set meetings, and connect prospects with the Client's sales team.

**Account Research and Selection**

- The Client selected target industries and decision makers and SFI determined the Client's ICP. SFI created a list of potential customers to target, which was reviewed and approved by the Client.

**Account Profiling**

- The Client provided buyer persona profiles that were to be targeted in specific demographic and firmographic segmentations. The primary targets were CFOs, Finance Directors, and Head of Treasury's. The list was further segmented based on business size and industry.

**Multi-touch, Multi-channel Outreach**

- SFI developed a lead nurturing strategy that delivered tailored messages via phone, email, web, and LinkedIn interactions. The Client was continually updated on the program's progress and results.

## RESULTS

In 12 months, the campaign successfully yielded 163 sales appointments, 42 webinar registrations, and 96 marketing-qualified leads. 1,194 new social media connections were made, significantly increasing brand visibility and engagement for the Client. These results enhanced the Client's pipeline and strengthened their competitive edge.