



# SALES FOCUS

INTELLIGENT SALES OUTSOURCING

## INSURANCE FIRM

The Client is an insurance firm that offers various auto, home, life, and other protection products and solutions.

### CLIENT REQUIREMENTS

The Client developed a mobile app that provided information, reminders, bill payments, roadside services, and more for the Client's agents as well as external agents and brokers. They needed help in boosting demand for their new app.

### SALES FOCUS INC. SOLUTIONS

Sales Focus Inc. (SFI) was contracted to design a lead generation and appointment-setting campaign that utilized voice, email, chat, mobile, and social media channels. Sales enablement, training, and support were also provided, as well as tools and subscriptions to CRM software and account management. SFI's overarching goal was to generate leads and set appointments for the client, targeting agents, brokers, and companies who needed a mobile app with insurance features.

#### **Account Research & Selection:**

- The Client specified its targeted industries, locations, and decision-makers and SFI compiled a list of potential contacts to target, which was approved of by the Client.

#### **Account & Prospect Profiling**

- The Client provided target decision-makers for the campaign, which consisted of demographic and firmographic segmentations. The campaign's primary targets included agents, brokers, managers, directors, and business owners. The list was segmented based on the personas.

### RESULTS

The 6-month campaign successfully produced 73 appointments, 37 requests for information, 12 callbacks, 287 social media connections, and 10 potential leads. SFI successfully worked outbound activities that increased demand for the app and reached its objectives of qualifying best-fit accounts and prospects.