

Case Study: Outsourced Appointment Setting

How a IT Network Services client Succeeded with Intelliverse

Creating qualified meetings and gathering marketing intelligence



A 250M provider of high-performance data center services including colocation managed hosting, cloud and network services sought an outsourced vendor to provide more conversations, consistency, and qualified meeting outcomes than their current in-house team, as well as increase brand and product offering awareness. The team selected Intelliverse based on transparency and reporting, a dedicated Business Development Representative, ability to scale, and methodology.

Campaign Specifics

Targeted Title: CIO, VP/Director/Associate Director IT, Director Systems Development

Geographical Location: United States and Canada

Appointment Criteria: Thirty minute phone discovery meeting with screen share

Intelliverse employed a team of four resources

- **Client Success Manager** - oversee the campaign and meet weekly to discuss campaign successes and challenges
- **Quality Manager** - ensure the right message is delivered to prospect that best represents the client's brand
- **Sales Management** - motivate towards metrics achievement and outcomes
- **Dedicated Business Development Representative** - qualify and set meetings with prospects through conversations

Within 6 months, Intelliverse generated

- 85+ Qualified Prospect Meetings
- 50+ Future Interest Prospects
- Uncovered competitive marketing intelligence including 35+ competitor contracts
- Disqualified 270 suspects

The program was successful on several levels

- Outbound prospecting complimented warm, inbound leads from a qualification standpoint and was found to be the best option for opening larger opportunities
- Covered more ground in a one-on-one engagement with a prospect via phone conversation than any other prospecting channel deployed
- Competitive intelligence gained to be used for future campaigns

All businesses, regardless of industry, should have multiple lead generation channels to ensure they cast a wide net to capture their targeted market and understand demand. Relying on one or two could lead to a dwindling pipeline which can be detrimental to revenue and momentum.

About Intelliverse

Intelliverse is a global leader in enterprise software and managed services. Intelliverse's patent-pending IntelliConnection Sales Acceleration software makes outside and inside sales teams more effective by eliminating dialing and delivering real-time sales analytics. Managed Services, including Lead Generation and Marketing Automation, enable businesses to focus on closing sales by relying on Intelliverse for upper funnel activities, such as cold calling, email outreach, appointment setting and lead qualification. Intelliverse has been delivering reliable, scalable and flexible services for three decades and continues to stay relevant and focused on its customers.



Toll Free: 888.468.3554

www.intelliverse.com

