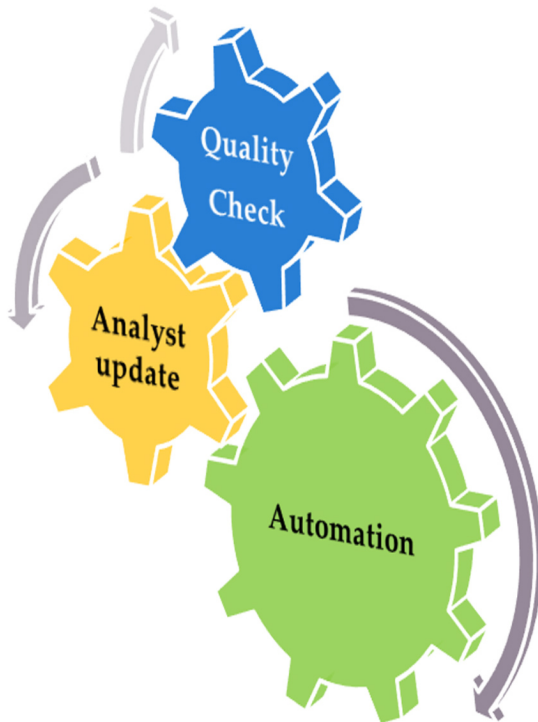




Case Study: HP

Sales Lead Generation



Client: HP provides hardware, software and services to consumers, SMB's and large enterprises, including customers in the government, health and education sectors.

Challenge: HP briefed Value Prospect to promote its storage product range to DGS&D prospects across PAN India and, just as importantly, provide them with the means to produce their own bespoke sales support material for this range, both remotely and cost-effectively. Core objectives included lead generation & acceptance of DGS&D rate card.

Strategy:

- Once briefed, we strategically fetched a contact level detailed database of 3500 likely prospects across PAN India. We pushed three e-mailer's across this segment. Respondents were to be directed to a dedicated campaign landing page, planned follow up, and telesales executives. Region-wise lead assignment to client sales managers on a weekly basis and taking weekly feedback on leads assigned.
- Analysis of lead feedback received from the client regional sales manager. This included tracking the number of leads closed, accepted (in funnel), pending for validation by sales team of client.

Result: Profiled 3,636 companies. A total of 100 leads were generated and assigned to the client's sales force. Net lead funnel of INR 2500 MILLION was generated.