

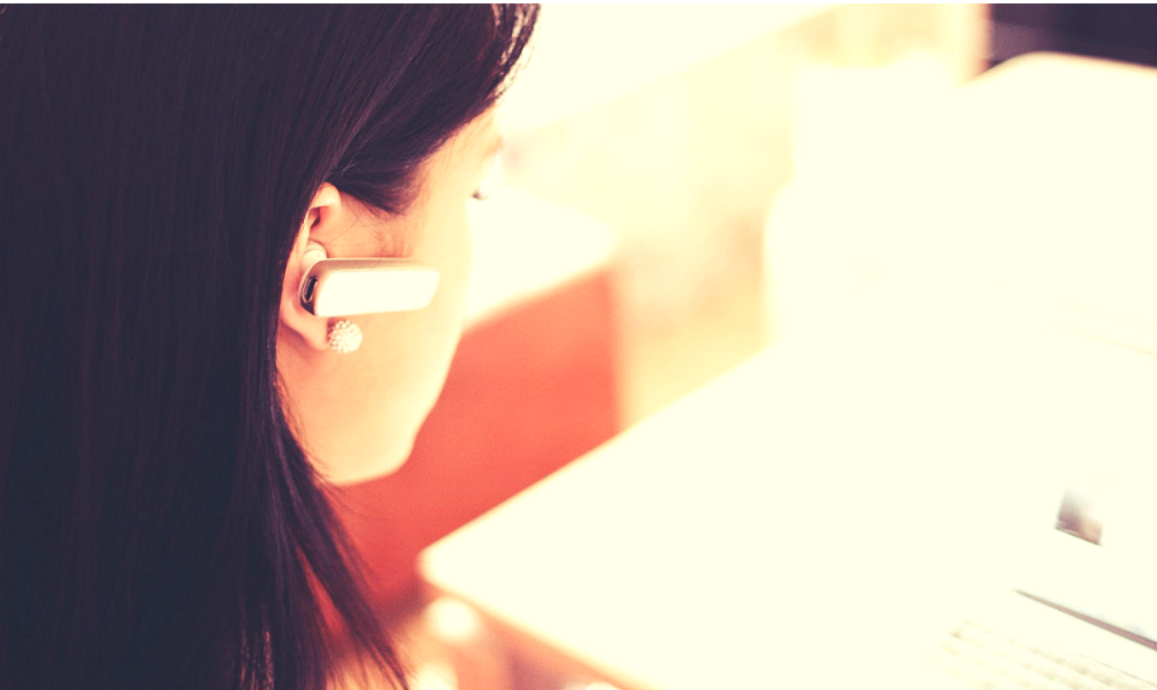


Lead Generation Campaign Produces an Astronomical ROI

Hospital Consulting Firm's campaign generates so much business, they had to **triple their internal resources to meet the demand generated.**

CASE STUDY

SERVICE ENGAGEMENT



 Appointment Setting

 Sales Intelligence

CLIENT CHALLENGES/GOALS

When the Vice President of Business Development was himself, cold calling prospects he found he could not generate the desired number of leads working by himself and did not understand why he couldn't convert at a higher rate. Part time/one-person calling simply was not generating enough data.

They decided to outsource B2B appointment setting and contacted Intelemark.

The goals of the campaign included:

- Scheduling a significant number of appointments for the Vice President, who then in turn had the time to work their sales process and ultimately close the sale.
- Trying different tactics not previously employed.
- Streamlining their process. Streamlined process = more revenue.



SOLUTIONS

Intelemark assigned mature, experienced agents to work on this campaign directly with the Vice President of Business Development. They worked closely with the client to target prospects who previously chose not to engage with the client during a first communication. The agents worked hard to understand the obstacles to engagement and provided the data to the client. The client then focused on the obstacles identified by the Intelemark agents and turned them into closed sales.

Intelemark implemented its proven onboarding process for the new client project, which included:

- **Being flexible and scalable** dependent on the current need of the client.
- **Providing mature, highly skilled, experience agents** to work closely with the client to target previously failed engagements as well as new prospects.
- **Recommending a smart strategy** to capture and retain warm leads who were not ready to engage at the first communication, keeping the sales pipeline full and fresh.

RESULTS

The campaign was so successful in acquiring new business, the client had to slow down the campaign. They tripled their internal resources to meet the needs of new clients and were able to significantly streamline the process.

Test and Ongoing Campaigns Generated a 1405% ROI

Customized test campaign
and subsequent ongoing
campaign included:

1750 hospitals targeted

\$520K annualized revenue

1405% ROI (at only a \$37K
cost for that segment of the
campaign)

Additional Campaign Generated a 1,634% ROI

\$768K annual revenue

1634% ROI (at only a \$47K
cost of the campaign)

The "Re-Do" Campaigns Were a Great Success

Intelemark rotated and
refreshed data and did
not discard anyone,
waiting for the prospects
to be ready to engage,
and keeping the pipeline
fresh and full.

THE HIGHLIGHTS

The client learned valuable information from Murray Goodman, CEO of Intelmark about timing and readiness of prospects to engage. The company was able to make the improvements necessary to convert previously failed prospects to clients by understanding why they didn't originally engage with them.

"I started cold calling myself and had an epiphany that I could have someone else do it for me.

Through a new partnership with a significant player in our marketplace, we met the Intelmark team. The beauty with Intelmark is they can scale up or down as needed.

People don't have a great impression of telemarketers, but Murray finds seasoned, experienced people with a working knowledge of healthcare. I like one-on-one communication better than electronic communication. I still think this is a good way to communicate and engage people when selling. This works better for me. I gave the agents specific people to target. They had access to my calendar and scheduled calls for me directly."

- Philip T., Vice President of Business Development

For the duration of the campaign, the client worked with one Project Manager.

She was a mature, skilled, experienced manager who worked closely with the Vice President of Business Development on specific, targeted prospects. The agents assigned to the project had access to the client's calendar, and they scheduled calls for him directly.

THE INTELEMARK DIFFERENCE:

Intelemark specializes in complex calling campaigns. Thorough preparation, positivity, experience, consistency and tenacity are some of the ways Intelemark agents continue to deliver outstanding value for clients of all sizes.

Contact Intelemark at 602-943-7111 or at [Intelemark.com](https://intelemark.com) for more information and to learn how we can deliver results to meet your business objectives.

