

A Leading Infrastructure Firm

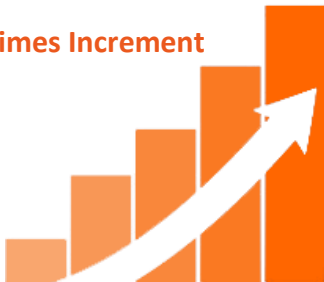
About the Company

It is a leading infrastructure firm in India that focuses chiefly on projects concerning road developments, buildings, water facilities and irrigation. The Company had recently executed some prestigious projects in India and was then turning towards the next phase of growth.

Problem Statement:

Cluster meetings were to be arranged for a fortnight. This meant it had to be systematic, target-driven and also profitable.

100 Times Increment



Proposed Solution



To prepare a B2B list that systematically targets companies inclined to do business.



Set up an active inside-sales team that will contact leads more likely to generate revenue for the Company.



The list building and lead generation processes must be carried out independently.

Results

- Generated 18 meetings per phone conversation of prospects.
- There was a 100X increase in the number of meetings delivered.

Project Execution:

The CRM was updated and this yielded Marketing qualified leads. Moreover, ClientCurve enabled them to single out only those companies that would qualify as potential leads.