

## Company:

CRO/CDMO services for both small and large molecules along with Clinical Development services, catering to large pharma/ biotech, agro, chemical, nutrition, and animal health companies in the USA, Europe, and the Asia Pacific (incl. Japan and Australia)

### Scope for ClientCurve:

- Target Market: Europe (all countries)
- Target Services: All verticals and associated service offerings
- 1 event-specific campaign in Japan

### ClientCurve Approach:

- Our services: Database contact list generation via research, Email campaign, Lead Generation via calling (mostly during client target business hours)
- Organized a 3-member team - 1 for database research and 2 for reach out
- Client SPOC - To route all communication for synergy
- Company list provided by client; we generated relevant target contact list for all service offerings and embarked on a systematic approach
- Weekly governance with client stakeholders to study progress and bring course corrections
- Frequent telecons as well as F2F client-office meetings with relevant stakeholders to discuss on-the-ground approach and learnings for course correction

### Business Challenge:

- Research of target companies and associated contacts needed better structure
- Reach out to prospects had to be better stream-lined
- Meetings for Roadshows (sales team on travel) needed additional help
- Enrichment of the sales funnel and help push the sales cycle for closures

### ClientCurve Solution:

- Highly structured approach for reach out to streamline operations
- Nimble on our feet to accept short-lead-time travel schedule of sales team and delivered to their satisfaction
- Prioritized the reach out so funded companies were reached out first
- An event in Japan necessitated BD folks travel in that region; at short notice meetings were scheduled in the region

Contract Duration: 15 months

## Business Outcome:

- Approx. 100 meetings delivered over a period of 15 months across all vertical areas; on an average 6+ meetings per month
- Companies in 32 countries approx. 1,100 in number were researched for contact list generation
- Overall conversion rate (meetings delivered to companies profiled) was ~ 10%
- When profiled at least 20 companies in a country, the conversion rate was > 5% in 7 countries (Best 3 countries - Denmark at 21%, Spain at 17%, and UK at 11%)

## Business Benefits:

- 12 CDAs which signify a good traction for future work
- 3 RFPs yield from these efforts
- Brand awareness created in target countries due to sustained campaign efforts
- Proposals totaling approx. \$5 MUSD generated and pending final decision