

Extensive competition in their market. No time to manage a salesperson.

Case Study Snapshot: *Managed Services IT Firm*

A New York managed services IT start-up was faced with extensive competition and no time to manage a salesperson.

They were using a project management CRM designed for the IT industry but not for sales.

Sales to them meant “making a lot of phone calls.” But their target decision-makers in small to mid-sized B2B firms in Manhattan were hard to reach by phone. And once you did reach them, you had to stay in touch until they were in the process of making an IT support change, which could take several months.

Sales-Onsite (SOS) created the following program for them:

- Helped them segment their database into current IT support user type for different sales/marketing messaging
- Customized Salesforce CRM (to be used along with their IT CRM) to house their prospect database, track lead gen activities and monitor the pipeline
- Designed a lead generation/lead nurturing program including both direct phone calls and email campaigns
- Provided and managed an inside salesperson to execute this program



As a result

of the business development program and sales activity provided, this long-term program created sales opportunities monthly and several of these converted into new clients for this start-up – including their largest client to date

