

Desire to grow the business. No interest in having or managing a salesperson.

Case Study Snapshot: *Marketing Research Firm*

The principal of this Chicago firm was frustrated trying to find the right lead generation program.

Companies that he engaged with previously just didn't deliver the results he was seeking. By the time he talked with the Sales-Onsite (SOS) team, he was skeptical.

Without the knowledge of SOS, he started working with another new lead generation firm at the same time so he could do a head-to-head comparison of where he was getting the best ROI.

The Sales-Onsite team put a dynamic CRM into place, started an ongoing contact research program to continually build their sales database and provided a dedicated inside salesperson to execute the program.

In a very short period of time, the client revealed to SOS that they came out ahead and that he no longer was working with the other company. In fact, the head of the other lead generation company contacted SOS to see if they could partner with them due to the successful results they achieved.



As a result

of the opportunities SOS has continued to identify through this lead generation program, this client has secured several market research projects from Fortune 1000 companies.

