# A fast growing Software Development company

***Client Profile:***

➔ They are a software development company with a strong focus on engineering and manufacturing industry.

➔ They help companies reduce costs, finish projects early and exceed quality expectations.

***Campaign Objective***- An appointment setting campaign to support the in-house sales manager and involved a bit of market research, as well as follow up calls on the prospective leads.

***Target Market***- Engineering and Manufacturing companies based all over US.

***Product*** - They have been a provider of products and services related to:

- IT Solutions.

- Business Process Management

- Business Intelligence.

- Engineering Services (CAD, CAE)

***Project scale***- The project started with one person doing research work on the prospective companies and 1 person doing the cold calling, both provided by GAIA and later on after the initial 3 months, it was increased to 5 full time callers doing both research and calling for those leads.

***Challenges***-

- Getting to speak with the decision maker was a problem as most of the times they would be busy and the calls would be routed to their voicemails.

- We had to get in-depth knowledge of the products and services at hand. Since, the decision makers before agreeing for an appointment would ask many questions pertaining to their business needs.

*Outcome-*

- We came up with a very brief and interesting script for voicemails, so the concerned person would call back.

- Increase in the number of appointments from 1.5% to 6%/day.

- Confident and informative callers, with the will to rake in more information on the prospective businesses.

- The client set up an internal email for us, so that we can send out the information to all the emails leads collected, since the number was growing every day.