

A global security firm realized they had an issue with wasted leads. Potential customers or current clients expressed interest in a product or service but had not been successfully converted into paying customers.



SITUATION

Wasted leads were leading to fewer leads converting to opportunities and therefore missed revenue. Beyond missed revenue, the firm was missing out on optimizing its Marketing spend.



100 leads a week sitting with no action from the sales team



Lower lead conversion led to missed revenue

CHALLENGES



POOR COMMUNICATION

Leads were not appropriately communicated to Sales and follow-up was not sent to Marketing to help analyze spend efficiency.



LACK OF FOLLOW-UP

Prospect and customer experience was poor since their inquiry was never acted upon.



POOR TRUST

Sales and Marketing did not trust each other so the lead function became a black hole.

TRUE BLUE ACTIONS RESULTS

- A weekly email report was implemented with data from Salesforce CRM that highlighted recent leads as well as leads that contained no follow-up.
- The email was sent to the Sales and Marketing teams including Executive leadership for visibility.
- True Blue's proprietary scoring system was implemented to encourage competition between sales reps and hold the team accountable.



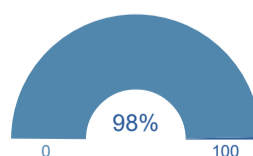
108%

INCREASE IN WIN RATE

77%



INCREASE IN LEAD CONVERSION



98% REDUCTION IN WASTED LEADS