

# TELESALES ENGINE SERVICES DPSS ASIA SUCCESS STORY



## TESTIMONIAL → *Anonymous*



I would like to share the success we achieved when acquiring Echez Group's services for lead generation and development for our company in Asia. Our main objective was to boost our pipeline and ensure the closing of these opportunities through effective follow-up and consulting.

We worked closely with the Echez Group team, assigning a person in each territory to support a list of allocated distributors in each country. We intended to become a trusted business partner for these distributors, especially concerning our products.

Together with Echez Group, we developed strategies to attract new potential customers, positioning our products positively and effectively.

Thanks to our continuous communication with assigned distributors and potential customers, we succeeded in becoming a reliable business partner. As a result, we effectively developed opportunities and successfully closed 470 sales, achieving over \$800K in revenue.

We are very pleased with the results achieved by partnering with Echez Group. Their strategic approach and constant support and communication led to the success of our project. I would recommend their services to any company looking to boost their pipeline and close business opportunities effectively.



*Marketing Manager DPSS*

## CUSTOMER PROFILE

Technological multinational in the development and commercialization of software

## CHALLENGES

- The main challenge was finding a solution that would allow the generation and development of business opportunities (pipeline) with a correct follow-up to make sales. At the same time, to support distributors assigned in each country to turn the company into a "trusted business partner."

## IMPACT

After implementing the solution, the client was able to:

- Developed scripts to offer and position the products in a positive and correct way.
- Implemented the use of CRM and CRMX to correctly handle information developed in the campaign.

## SOLUTION

After implementing the solution offered by Echez Group, the client achieved the following

- Developed scripts to offer and position the products in a positive and correct way.
- Implemented the use of CRM and CRMX to correctly handle information developed in the campaign.
- Now has a follow-up and update of the sales process by opportunities in conjunction with the distributors.

## RESULTS

The positive impact of the solution executed during the campaign for the client evidenced the following results



Established **contact with 8,923** different companies.



Generated **6,328 leads** with purchase interest.



Delivered **2,507 qualified opportunities** to distributors.



Obtained a total of **U\$3.2M in potential revenue**.



Closed **470 sales opportunities**, generating a total of **U\$835,000 in revenue**.



Increased customer return on investment (ROI) in Asia to **4.4%**, where South Korea had the highest ROI at **9.3%** among resellers in the region.



Generated a **dynamic dashboard in Power BI**, to present results and daily updates of the numbers coming from the campaign execution.

