

# LINES, LEADS, AND LANDMARK RESULTS

Robot manufacturer embraces human touch to create demand



## THE SITUATION

A small manufacturing company based in Scandinavia had a big challenge: How to create awareness and interest in the US for its field-marking robots, which paint lines onto athletic fields.

Though the company had regional reps in place, they needed help finding new targets, as well as qualifying leads and setting appointments for those reps.

## THE SOLUTION

The company came to us for an assist and, after kicking around some ideas, we developed a campaign that focused heavily on telemarketing.

Our phone team pros jumped right in, learned all about the product, and then began identifying and calling target contacts. Their ability to speak to the benefits of the product and how it works was a game-changer.

As interest was established, our team set up appointments and passed the leads to the company's sales reps who then took the proverbial ball and finished with dazzling success. Of the demos we set, the reps achieved a remarkable 90% close rate, netting the company a number of new customers in just three months.

## THE RESULTS

**1,441**

Organizations identified

**2,451**

Contacts established

**102**

Leads created

- 39 demo requests
- 25 information requests
- 38 scheduled callbacks

**7%**

Conversion rate —  
prospect to lead

“

FROM SCRIPTING TO APPOINTMENT SETTING TO FOLLOW UP, SUDDEN IMPACT MARKETING HAS DELIVERED A WINNING CAMPAIGN FOR OUR SALES TEAM. THANKS TO THEM, OUR REPS ARE REACHING PROSPECTS, GIVING DEMOS AND — BEST OF ALL — MAKING SALES. WE SCORED BIG BY PARTNERING WITH SUDDEN IMPACT.”

---

Marketing Manager



**WANT TO MAKE A MARK ON YOUR NEXT CAMPAIGN?**

Hit us up at [simarketing.net/insights/case-study-phone-engagement](https://simarketing.net/insights/case-study-phone-engagement) to see how we can help you make a mark on your audience.