

New Customer Acquisition Strategy

Gaining additional market share required a more leveraged approach for the existing sales structure.

“Our newly implemented customer acquisition process allows our Field and Inside sales teams to focus on developing prospects. The system tracks productivity which provides us information to quickly determine which campaigns are successful and which are not.”

Business Issue

A chemical distribution company's sales team was focused on selling and managing business within existing customers and was not effectively acquiring new customers.

In an effort to gain additional market penetration, a new role was created in sales to generate and pre-qualify leads for the Field and Inside sales teams.

Adroit's Role

Assisting the client in creating a new customer acquisition strategy that would create new business opportunities, track activity and accountability, and provide measurable results.

Stages in the engagement:

- Define a new customer acquisition process including a new organizational role focused on prospecting
- Create job description, candidate profile, and roles and responsibilities across the sales organization
- Identify critical success factors and metrics for the new strategy
- Recommend compensation strategy
- Assist with hiring and launch of new strategy
- Develop campaign process including acquiring and integrating mailing lists and creation of scripts
- Monitor process and feedback loops to adjust process as necessary

Outcome

The result was a successfully implemented new customer acquisition strategy and process that clearly defines accountability and tracks results across the organization.

The new strategy effectively utilizes sales resources by focusing them on pre-qualified leads.

- Designed and implemented targeted marketing campaigns.
- Defined user requirements and integration with IS team for software development to support the process and metrics to track results.
- Detailed campaign development and launched strategy with detailed actions.
- Monitored and adjusted strategy following implementation.
- Project completion Q1 2005