

- Situation**
- A nationwide family of businesses sells parts, and service to the food service industry, which includes, chain restaurants, hotels, casinos, etc.
 - Although the company has been growing through acquisition of related businesses in various geographies, there is a need to increase the overall book of business through a centralized sales effort
- Objectives**
- Increase the number of customers buying parts and service
 - Stimulate customer repurchase and increase the sales revenue from the customers over time
 - Increase parts and service offerings to new and existing customers
 - Leverage existing customer relationships within restaurant chains to drive sales growth
- Approach**
- A closed-loop lead generation process and supporting marketing and sales campaigns that would drive growth
 - List source identification and selection
 - Call script and lead qualification criteria development
 - CRM selection, configuration, and optimization
 - Test cell roll-out and program revision
 - Development of direct mail campaigns and supporting collateral
 - Development of email campaigns
 - Roll-out to select chains, market segments, and geographies
 - Lead close with the assistance of client-based industry expert senior sales staff
- Results**
- An average of 48 qualified leads were generated per month
 - Several state-wide wins of major chain restaurants were closed through the program
 - Increased penetration of new locations within existing accounts
 - Sales increased by at least 20% every year during program operation