

CASE STUDY:
DEMAND GENERATION
FOR A BILLION DOLLAR
ENGINEERING FIRM

Company:

Sector: Engineering

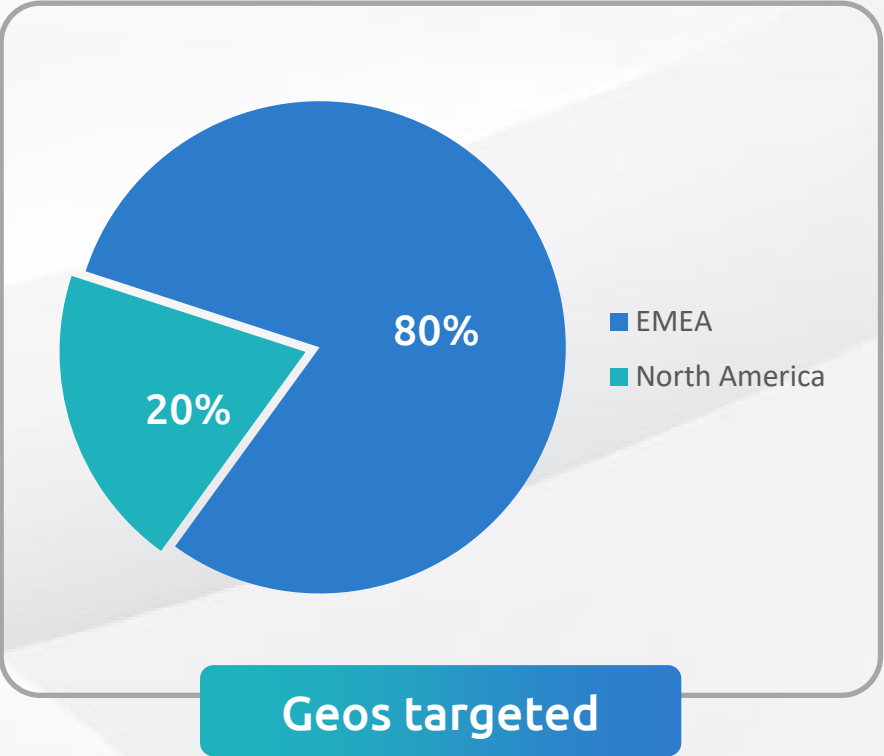
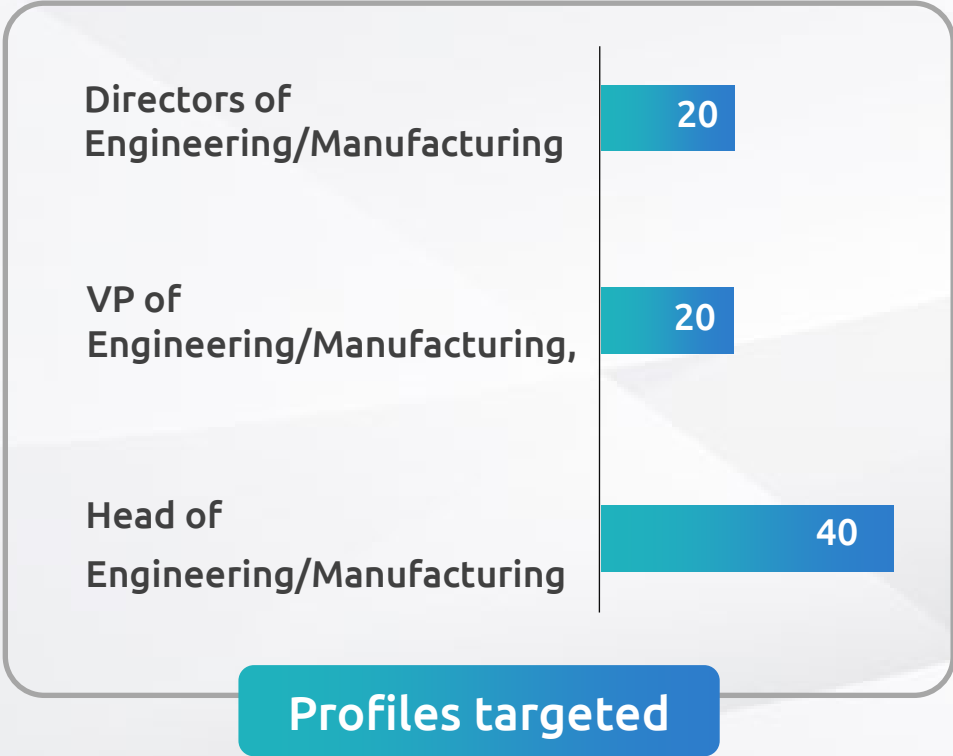
Location: USA

Service required: Demand Generation

Requirement:

- Target Manufacturing and Engineering.
- Set up appointments.
- Schedule teleconferences.

Campaign Specifications:



50% Manufacturing, 50% Engineering

Sectors

100M+ USD & Above

Revenue

Challenges:



Lack of manpower
and proper
guidance.



Lack of accurate
contacts in their
target accounts.

Strategy:

A meeting was first set up with the client to understand their requirements.

We then worked on:

- Scheduling face to face meetings.
- Creating effective strategies.
- Scheduling potential client meeting.



Key Takeaways:

How we helped them?

- With just **2 associates** we delivered about **10 leads** per month.
- A **face-to-face** meeting module was established for **personal visits** to their office.
- We started delivering close to **30 leads** on a **monthly** basis.
- We have become one of their **top vendors in India** and have built a strong relationship with them.



10 leads/
month

Beginning

30 leads/
month

As we progressed

Key Takeaways:

60


Leads were generated through
Telephonic Call on a quarterly basis.

Testimonial:

“Logichron's approach to smart prospecting works. In the past we relied on sales hires to do this but we were always disappointed. It takes a solid strategist, researcher, writer and business developer to make it work. We love the results provided by team Logichron.”

**- Business Development Head,
Engineering Company in the USA.**



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[Schedule a call](#)



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