



Onset Marketing: *Case Study* Sales Lead Generation

SolidWorks reseller receives over 60 qualified sales leads

A mid-west based SolidWorks reseller needed to kickstart their sales pipeline. SolidWorks is 3D CAD design software developed by Dassault Systèmes SolidWorks Corporation. We provided a focused 3.5 month, 300 hour program *that identified over 60 sales opportunities.*



Our approach: We start by acquiring intimate knowledge of the client's products, services, values and markets. Next, using integrated multi-touchpoint telemarketing / email, we establish a two-way high-level conversation with target prospects to discuss their needs and purchasing plans. Emails are used to prompt response and nurture interested prospects with an educational white paper.

Campaign Setup	
Campaign Goal	Identify prospects that have strong follow-up sales potential
Target Market	Product Design Engineering
Geo Market	Two mid-west states
Target Contact	Engineering & Product Design Managers / Directors
Sales Cycle	6 months

Campaign Setup	
# Prospects Identified	4100
# Companies Called	1578
# Prospect Contacts Identified	1373
# Emails Addresses Collected	92
# Firms Not Interested	589
# Short Term Sales Leads	59
# Long Term Sales Leads	8
Total Sales Leads	67 (4.2%)
Hours per Sales Lead	4.5

Benefits of this Approach

- **More sales leads**
- **Higher lead quality**

Campaign Setup

Workshop, Markets, Messaging, Script, Logistics, Processes

Prospect List Development

OneSource & ThomasNet Research

Lead Generation

Phone & Email sales qualification with white paper distribution

Bottom-Line Campaign Results

1. **A highly qualified lead led to a quick sale mid-way through the campaign**
2. **A full sales pipeline for future business**
3. **Clean prospect list for future campaigns**