

CASE STUDY

Payments Solutions Provider Boosts Sales Pipeline



CUSTOMER / NATURE OF WORK

- Marketable offering for payments solutions provider

BACKGROUND / CHALLENGES

- Despite exemplary work done in developing software solutions for leading payment equipment manufacturers, the company was able to achieve only limited success in acquiring new customers over the years
- Lead generation campaign that was outsourced to another provider was aborted after 3-4 months of lackluster results

APPROACH / SOLUTION

- Identified the limitations of using application development maintenance and other technology services to generate new leads
- Packaged company's capabilities into a marketable offering that emphasized cost-effective delivery of enhancements for ATM, Point-of-Sale, Kiosk and other payment equipment required for entering new markets
- Developed 1-page email flyer, telephone calling script, and a target mailing list that covered sales and marketing heads apart from CIOs in target companies



OUTCOME & BENEFITS

- Marketable offering oriented around how payment equipment manufacturers could enhance their revenues by going global resonated well with their pain area of flat revenue growth in their native markets
- Major boost in sales pipeline of qualified opportunities achieved in three months



**Marketable offerings
boost sales pipeline**