

CASE STUDY

Geoforce



THE CHALLENGE

Geoforce, a leader in rugged GPS tracking devices, helps companies track and trace their field equipment using a cloud-based software platform.

Geoforce faced a challenge with a talented sales team that needed to be in front of more qualified prospects for their existing markets and they also wanted to penetrate additional markets to broaden the client base for their solution.

In addition, their inbound marketing activities were generating more leads through their website than the sales team could effectively work in a timely manner.

Geoforce needed to augment their sales team with a professional sales development team to help accelerate the pipeline development process for their sales organization and to ensure that all inbound leads were actioned immediately and thoroughly.

RESULTS

- 298 Scheduled Meetings in One Year
- \$7.76 Million in Annual Pipeline Value

ProSales Connection delivered measurable results for the Geoforce sales team by generating high-quality sales meetings and significant pipeline value, as well as an enhanced customer service experience to new leads and existing customers.

ProSales Connection was also able to address the timely follow-up of leads by providing immediate sales engagement with potential customers who contacted the company by phone or website lead form.

This created a better customer experience to create more opportunities for retention and referrals.

THE SOLUTION

ProSales Connection collaborated with Geoforce to create a fully-integrated sales development program to provide a virtual extension of their experienced sales team:

- Outbound prospecting calls into primary vertical markets and desired expansion markets.
- Daily conversations with Geoforce sales reps to improve quality of leads.
- Reached out to inbound leads to qualify for meetings with sales team.
- Handled all leads generated through Geoforce.com.
- Followed cadence of contacts with personalized touches to set meetings.
- Added leads to nurturing campaign or disqualified leads for future marketing activities.
- Promptly answered calls to inbound sales line.
- Qualified and updated all leads in Geoforce Salesforce.com CRM.
- Responsible for creating and enriching all customer data in Geoforce CRM.

“Through our partnership with ProSales Connection, we increased the responsiveness of our lead program, and helped focus the selling activity of our sales force to leads which were pre-qualified. We also were able to increase the volume of pipeline development.”

- Roopa Misra, SVP,
Global Business
Development



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