

Sehi



THE CHALLENGE

Sehi Computer Products, Inc. is an IT Solutions Integrator that specializes in designing and implementing technical solutions for State, Local, Education, and Commercial organizations.

To grow its business, Sehi looked to expand their client base by reaching new geographic territories and new verticals, such as healthcare.

These new opportunities created the need for a professional program to set meetings with new potential clients.

RESULTS

- 215 Scheduled Meetings During Program
- \$690,000 in Pipeline Generated (484% ROI)

ProSales Connection delivered a successful pipeline development program by creating real meetings and opportunities for Sehi in new markets. Specifically, 40 percent of meetings resulted in a quote or follow-up activity. The remaining prospects were placed in a lead-nurturing program for future follow-up by the Sehi marketing and sales team.

THE SOLUTION

ProSales Connection implemented the Pipeline Builder program to schedule real meetings with real decision-makers in the territories and verticals that Sehi desired to penetrate. The program included:

- Helping develop prospect lists in new industries and territories.
- Leveraging internal lists from Sehi to create more opportunities.
- Converting outbound calls into sales appointments with new prospects.
- Growing and developing the Sales and Marketing pipeline.

“ProSales Connection has done a great job of reaching out to current and targeted customers in a way that directly reflects the values of our company. We enjoy the business relationship we’ve developed with ProSales Connection and recommend them to many other resellers.”

- Craig Sehi, Vice President

