

Lead Generation

Outsourced Lead Generation Services

The Customer

A hi-tech leader in Application Delivery Networking infrastructure



Business issues

The client had completed developing their product and it was now time to create market awareness and start selling. This product was already doing well in the US and European markets and the client wanted to enter into the Asia Pacific region and start with the Indian market. The client being US-based did not have any experience in selling into the Indian market. They did not have enough time to conduct surveys and check the pulse of the Indian customer. They quickly needed a go-to-market strategy and develop a healthy flow of high quality leads from India.

The customer tried setting up an in-house inside sales and pre-sales group. However, this was not easy considering the depth of expertise required. The US headquarters was unwilling to setup a full fledged center in India until they saw some positive results.

Some of the issues that the client faced included:

- Prohibitive costs of setting up an in-house inside sales team
- Limited management bandwidth to conceptualize, set up and manage in-house team
- Lack of training support in application domain, product, and technology

The client approached aMarketForce for handling their lead generation activities in India.

Benefits realized

The client saved considerable time and efforts, and was thus able to focus more on actually closing the business rather than looking for soft leads.

Value delivered

aMarketForce put together a team at its India offices comprising experienced inside sales & lead generation resources. This team was supported by another highly trained unit of internet research associates, who would provide the inside sales group with high quality background information. It was easy for aMarketForce to setup the teams quickly as the company already had the necessary infrastructure and highly skilled resources in place.

The Lead Generation program was highly successful and the client's realized a high ROI by engaging aMarketForce. The key to the success of this service was:

- Quick setup of team
- A highly skilled team, hence the client had to spend minimum time to train the team on its hi-tech solution
- Healthy flow of high quality leads for client's sales reps
- Efficient reporting and value addition by providing additional information about each lead

By outsourcing its lead generation activities to aMarketForce, the client had the opportunity of prioritizing their go-to-market strategy and was able to focus its attention on hiring a stellar sales team for the different sales regions in India.

aMarketForce created a seamless and flexible lead generation operation for the client, at a fraction of in-house costs.

Similar customers

- A leading media house in India that requires a steady flow of leads per month
- A company offering advanced data management solutions
- A large multi-national company in the US offering supply chain software solutions

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