CASE STUDY

Matrix Technologies faced some challenges when it came to new business development and visibility into return-on-investment.

ABOUT MATRIX TECHNOLOGIES

Matrix Technologies is a full-service process design, automation, and information system engineering organization. With over 350 employees working in six offices, Matrix has over 40 years of project experience.

PROJECT DETAILS

Lead Gen Project
7 years
Included call & email outreach

PARTNERSHIP HIGHLIGHTS

$1.9+ MILLION total closed / won deals from Concept leads

$4.5+ MILLION in pipeline contributions

1,000+ phone calls and emails per month

Established in 2002, Concept is an outsourced full-service B2B sales development & marketing agency that assists our clients through the design, implementation, and execution of their B2B sales development and marketing strategies.

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CHALLENGES & SOLUTIONS

As a full-service engineering organization, Matrix Technologies struggled with:
- prospecting for new business that are sales-qualified leads
- visibility into ROI and new prospects.

01 — LACKED FOCUS ON PROSPECTING FOR NEW BUSINESS

Matrix Technologies lacked a process and dedicated focus on prospecting for new business.

DEVELOPED & NURTURED NEW BUSINESS PROSPECTS

Matrix authorized a phone number and email address for Concept that allowed Business Development Managers to seamlessly interact with prospects as an extension of the Matrix sales team. The prospecting team's core function was to target right fit customers

02 — UNCOVER NEW BUSINESS OPPORTUNITIES

Matrix Techologies struggled with uncovering new business opportunities with prospects who would ultimately utilize and benefit from Matrix's services.

CREATE & IMPLEMENT A NEW BUSINESS DEVELOPMENT STRATEGY

Concept worked with Matrix to create a business development program, targeting a defined list of prospects. The Concept team executed calling efforts which helped uncover new sales opportunities.

03 — LACK PROSPECTING VISIBILITY

Matrix Technologies needed visibility into their prospecting and email efforts, so they could calculate a return-on-investment.

REAL-TIME VISIBILITY INTO PROSPECTING COMMUNITY IN CRM

Concept provided the Matrix team with a CRM community license to view ongoing prospecting results, available in real-time. Concept worked with Matrix to identify key drivers for success such as calls made, contacts created, marketing intelligence gathered, and conversation notes to aid in continued understanding and strategy improvement.