

## ATS Marketing MAKES ROI HAPPEN

- Client grew revenue from reseller channel by 30%
- Agents well-versed in client's technology
- Highly qualified A and B leads identified

### REDUCING INSIDE SALES HEADCOUNT WHILE INCREASING SALES SITUATION AND CHALLENGE

An international technology provider approached ATS Marketing when it was faced with a corporate mandate to reduce its inside sales representative headcount by a significant amount — yet also meet an increased sales goal.

The company employed 35 inside sales representatives dedicated to generating leads via outbound telemarketing. Faced with a large reduction in headcount, it needed to outsource its entire lead generation effort to experts who could generate high quality leads that resulted in a high conversion rate.

### SUCCESS DEFINED

ATS Marketing responded to the challenge with a team of highly skilled outbound telemarketing agents. Because our client wanted the representatives to be housed at their site, we placed more than 25 agents in their environment, making project management very easy for the technology provider. The most important part of the solution was the experience our team offered in identifying quality candidates who could convert opportunities to sales. During discovery, we discussed metrics and performance as compared to results the company's own in-house team had produced. Our goal was not only to provide more leads with fewer personnel, but also to convert these leads to opportunities consistently.

**THE ATS Marketing ROI SOLUTION** Our solution required specialized agents who were skilled in our client's environment. They had to have the ability to easily converse about the technological benefits of our client's products and services with prospects.

Thorough training and orientation ensured that the agents had the appropriate skill level to meet or exceed our client's expectations. In addition, the agents had the communication and sales skills necessary to quickly make an impact on the project by developing highly qualified A and B leads.

- Converting lists to leads
- Converting leads to opportunities
- Continuous training

