



Calling Campaign Generates \$11 Million in Revenue

Fortune 100 Medical Equipment Manufacturer Gets Results in Just 90 Days

SERVICE ENGAGEMENT

- **SALES LEAD GENERATION**
- **SALES LEAD QUALIFICATION**
 - **SALES INTELLIGENCE**
- **MARKET RESEARCH/SURVEY**

CLIENT CHALLENGE/GOAL

One of the world's 10 largest medical device companies came to Intellemark with an initial request to conduct a multi-step market survey project with calls into hospitals and surgical centers. The need included:

- *Connecting with busy and hard to reach hospital personnel*
- *Completing a short survey*
- *Informing them of the status of certain equipment*
- *Identifying those who are ready to meet with a representative*

INTELEMARK SOLUTION

Intelemark assigned Meryl and Lisa, both very positive team members with extensive experience calling on healthcare campaigns. Intelemark's proven system for onboarding a new client project included:

- Engaged the client to help us assist with a brief but thorough training so that the agents could sufficiently represent the client and the brand. The client was impressed with the agent's knowledge of the industry.
- Prepared the call scripts and the FAQs so that agents had the information they needed to properly represent the brand and achieve the calling campaign objectives.



- **Held internal team meetings for additional training, feedback, questions, and tips.**
- **Then once the campaign was up and running, recorded calls that were used for daily and weekly feedback, training and quality improvement.**
- **Constantly worked to improve our deliverables which resulted in significant incremental improvements in the campaign and progressively better results.**



IMPACT

For this campaign, Intelemark generated impressive results at every stage of the campaign:

Reached and successfully completed more than 90 extensive surveys with key hospital executives.

Informed prospects about available products and gathered feedback that resulted in the identification of certain critical service issues that were relayed to the client and ultimately rectified.

Identified a significant number of new leads for the client that resulted in more than \$11 million in new medical equipment sales revenue in 90 days.



"The Intelemark team was outstanding. From program setup through execution, they provided a level of professional support and service that ensured our initiative was a success. Intelemark represented our brand and our customer's interest extremely well."

- Marketing Executive, Fortune 100 medical equipment manufacturer

Intelemark is very proud to have delivered these outstanding results. The client is extremely happy about the success of the campaign, the professionalism with which the campaign was conducted and the return on their investment.

In addition to the outstanding business results, the true impact is priceless when considering that the placement of this state of the art equipment can and will impact the health of so many people in hospitals across the country.

INTELEMARK DIFFERENCE:

Intelemark specializes in complex calling campaigns. Thorough preparation, positivity, and tenacity are some of the ways that Intelemark agents continue to deliver outstanding value for clients of all sizes.

**Contact Intelemark at [602-943-7111](tel:602-943-7111)
or at intelemark.com for more information
and to see how we can deliver results for your business objectives.**

