

Premiere Global builds \$20 million sales pipeline in 3 months with integrated DM program

A strategically crafted 3-tier integrated direct marketing program helped Premiere Global's sales force close 200 high-level C-executive appointments in a 2 week period leading to a \$20 mm sales pipeline. Cost per appointment generated was reduced from \$500 to \$200 each.

BACKGROUND

Premiere Global Services is a \$500 million company which provides enhanced electronic document distribution services and teleconferencing services. They wanted to jolt the sales effort with their "Fax2Mail®" service offering. Fax2Mail® allows a company to remove their internal fax servers and provides enhanced fax services at a fraction of the cost of maintaining an internal infrastructure.

SOLUTION

GRI's tactics included direct mail, e-mail and telemarketing all strategically working together to generate an appointment. GRI procured most of the lists in addition to some provided by the client.

RESULTS

Over 200 appointments were secured — with one sales rep securing 9 C-level appointments in one day!

Approximate campaign cost: \$40,000

Number of appointments: 200

Cost per appointment: \$200

Expected conversion-to-sale: 15% (of 200 apptmts @ \$10,000/month revenue)

Expected revenue projection: \$30,000/month or \$3,600,000 per year



This integrated effort was by far the most successful lead generation program in Premiere Global's history.

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ABOUT GRI

GRI is a growth agency that helps organizations improve their return on investment in acquiring, retaining, and cross-selling customers.

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