



Corporate Case Studies

Sales Pipeline

Engaging your audience to produce your own *sales pipeline*, whilst cost effectively driving new business is one of the most critical factors in business today.

Sales Pipeline works with your business to create a steady stream of conversion *touch points*, in which you engage your potential customers. Through lead generation services; telemarketing, appointment setting, data cleansing and electronic communications, Sales Pipeline provides a structured approach to growing your business and returning your investment.



COMPANY PROFILE

Founded in 2009, **Jump On It (JOI)** is a prominent group buying website operating in Australia and New Zealand. The company is now part of US based company; **Living Social** – the fastest growing organisation in the e-commerce space, who promote daily deals across over 240 markets, in over 12 countries. The \$5 million acquisition of Jump On It, in November 2010, has boosted Living Social to become the largest social shopping player in Australia. The original founders are still part of the JOI family, headquartered in Sydney's lower North Shore, with Colin Fabric holding the position of CEO, James Gilbert as the Commercial Director and Adam Rigby operating as the COO.

Jump On It enjoy a membership base of 1.2 million subscribers throughout Australia. Unique deals are promoted to members daily, via email, Facebook and the company's website: Jumponit.com. Members subscribe to Jump On It to access appealing products and services in their local area at a discounted rate. Merchants offer products or services at a substantial discount to JOI members, as a means of leveraging this marketing platform to promote their business and acquire new sales, repeat customers and referrals.

PROJECT OBJECTIVES

Jump on It approached Sales Pipeline to assist with generating brand awareness within the WA market. JOI reps operating in WA were confident in their sales pitch and despite enjoying a relatively high conversion rate for appointments attended, struggled to match the success of their colleagues on the eastern seaboard – as they lacked a continuous stream of qualified leads. The company also identified the need to diversify the type of deals being promoted in the West, to achieve even exposure for the 4 primary categories: Hair and Beauty, Health and Fitness, Hospitality and Leisure Activities. Sales Pipeline assisted Jump On It to acquire leads/selling opportunities for the local JOI sales reps, via a highly strategic appointment setting and lead qualification process, developed to target relevant merchants operating within WA.

PROCESS

➤ Database Creation

As no database of targets existed, Sales Pipeline created a custom-built database of prospective merchants suitable for the JOI marketing platform. Contact details were sourced from the Australian and New Zealand Industrial Classification codes and pulled in accordance with service offerings deemed relevant to the four primary categories featured on the JOI website.

➤ Script Development

Informed by research and test calls, Sales Pipeline formulated a unique approach to present the JOI platform to potential merchants. A script was crafted to provide operators with a solid framework to support outbound calls.

➤ Business Screening

An initial analysis of all potential businesses was conducted by Sales Pipeline prior to making preliminary contact. This was necessary to establish that all merchants satisfied JOI standards, before presenting an opportunity to meet with a JOI company representative.

➤ Appointment Setting

Sales Pipeline made outbound calls to all applicable businesses to locate the key decision maker and introduce Jump On It as a unique marketing platform. Operators generated discussion around the opportunity to be featured on the JOI website as a daily deal and set up an appointment for a JOI representative to visit the premises. All leads were further qualified at the point of call, according to: new business capacity, standard of service and premises, location and the gauged level of interest for the defined purpose and objective of the meeting. Sales Pipeline liaised with JOI representatives daily to inform them of all booked appointments. Each confirmed appointment was diarised, providing JOI reps with full visibility of their daily commitments, including detailed notes pertaining to the initial call, which informed their approach for each appointment. All set appointments were followed up, in order to track the progress and handle any necessary rescheduling requirements.

➤ E Communications

Sales Pipeline engaged all decision makers that were unable to discuss the platform during business hours via a tailored email that explained the benefits of the platform for their individual business. An inbound line was provided for contacts who wished to further discuss the opportunity.



RESULTS

Sales Pipeline employs a team of young, energetic, and driven operators that have a sharp business sense, and are able to think on their feet. Since commencing the project several months ago, Sale Pipeline has become the 'go to' team for establishing contact, introducing JOI and setting appointments with merchants anywhere in WA.

All telemarketers have a weekly target of leads to book, and the bar is constantly being raised. Jump On It sales representatives operating in the West, predominantly rely on our team to handle all of their appointment setting, allowing them to focus on face-to-face contact with hot leads. Sales Pipeline have effectively delivered leads that have consistently experienced a lead to sale conversion rate of between 60-71% demonstrating the power of the strategic direct marketing platform put into place for this campaign.

TESTIMONIAL

'Sales Pipeline has assisted our organisation with developing our brand awareness within the Western Australian market and generating highly qualified selling opportunities for our sales team based in WA. Their understanding of the local market and their attention to detail when it comes to segmenting the market and identifying businesses that were appropriate and of greatest value to us has proven to be highly beneficial. The conversion percentage from lead to sale has consistently remained exceptionally high which is a demonstration of their commitment to ensuring the delivery of a return on investment that has long term viability.'

James Gilbert – Jump On It/Living Social, Co Founder & Director Of Sales

COMPANY PROFILE

Established in 1996 as a small web development company, **Vivid Group** is now one of the nation's leading Communications and Technology Services providers – recognised as one of the BRW's fastest 100 growth companies in Australia.

Operating under Managing Director Damien Cook, Vivid have become industry leaders in Branding, Digital Media and Application Development; delivering more than 2000 projects for over 500 clients throughout Australia and internationally. Originally founded in Perth, the company also has offices in Melbourne, Sydney and Brisbane.

In 2008, Vivid was acquired by **Mitchell Communication Group** and 2010 saw a subsequent acquisition by media and communication conglomerate; **Aegis Group**.

PROJECT OBJECTIVES

Vivid Group identified several target markets that they wished to communicate with directly. Having previously satisfied Vivid's in-house data cleansing requirements, Sales Pipeline were engaged to source full contact details from a list of prospective top-tier companies and government departments throughout Australia. The custom-built database was requisite for several business development campaigns to be executed by Vivid Group.

PROCESS

- **Script Development**
Sales Pipeline developed a brief and subtle script designed to guide operators' approach to each cold call – to ensure the Vivid brand was not compromised through cold call activity.
- **Database Development**
Sales Pipeline sourced contact details via desktop research for all specified organisations, including: phone numbers and postal address, before making outbound calls.
- **Outbound Calls**
Operators contacted all listed organisations to introduce Vivid Group and capture the contact details of the specified members of staff, including: direct line, email address and position title. This information was databased with other relevant company information, such as company size, annual revenue and current providers.

RESULTS

Sales Pipeline successfully obtained full, current contact details for 85% of the organisations required by Vivid Group. The collated databases provide Vivid with a valuable source of 'new names' to direct their future business development campaigns. Data acquisition was completed in a swift time-frame and with short notice; making Sales Pipeline a highly efficient, cost-effective and reliable resource for Vivid Group's outsourced marketing requirements.

TESTIMONIAL

"We have had the pleasure of working with Sales Pipeline on a range of different projects; from data update and cleansing assignments, to the development of a complete business development platform for a direct sales campaign that we implemented on behalf of one of our most valued clients. The team at Sales Pipeline places a great emphasis on developing and consistently re-evaluating viable marketing strategies for each individual project that they have assisted us with. I appreciate the highly transparent manner in which Sales Pipeline chooses to communicate both the success and challenges of each campaign they execute."

Damien Cook - Vivid Group & Digital Niche, Managing Director



COMPANY PROFILE

Mojarra is a privately owned company providing residential and commercial sustainability services and products throughout Australia. This includes the provision of assessment and consulting services, education programs and the installation, service and monitoring of energy, water and waste efficiency products.

Formed in 2003 by Director Cameron Gardiner, Mojarra are recognised as leaders in the sustainability field. The company has offices based in Victoria, Western Australia, New South Wales and Queensland.

PROJECT OBJECTIVES

The Green Loans program was an Australian Government initiative, rolled out nationally on 1 July 2009 to promote and assist energy efficiency initiatives in Australian homes by providing free home sustainability assessments. The assessments were voluntary and provided householders with valuable information and advice on the actions they could take around their home to save energy and water.

As a registered provider to the Federal Government's Home Sustainability Assessment Scheme, Mojarra required assistance with appointment setting for their large team of accredited assessors operating around Australia.

PROCESS

➤ Script Development

In order to engage and inform Australian residents of the benefits associated with booking a home sustainability assessment, Sales Pipeline developed a refined approach to making outbound cold calls. All telemarketers received comprehensive training to ensure they were equipped to answer a range of questions directed by the public.

➤ CRM Management

Sales Pipeline utilised Mojarra's preferred CRM system to track the availability of over 20 assessors, working throughout 4 states in Australia.

To avoid double booking appointments, Sales Pipeline updated each assessor's availability diary as each appointment was booked. This level of accountability also ensured an even spread of appointments for each assessor working on the project.

➤ Appointment Setting

Telemarketers contacted an average of 30 households per hour to introduce the Home Sustainability Program and organise a 60 minute appointment time for a Mojarra assessor to visit the premises. All relevant information: name, address, secondary contact numbers and email address, was verified prior to booking each appointment.

Due to government restrictions, eligibility for the program was established at the point of call for each booked assessment. Residents eager to participate were provided with full contact details for their assigned assessor and directed to secondary sources of information to verify the legitimacy of the program.

Monthly audits of all booked appointments were conducted by Sales Pipeline, to ensure that all clients received the best possible service during the time of booking their appointment.



RESULTS

Mojarra enjoyed a consistent stream of booked appointments from the commencement of the program, through to its expiration in late February 2011 (2 year project life). Sales Pipeline booked an average of 25 appointments per day, culminating in a total of 100-150 appointments booked each week (**over 4,000 appointments in total**) - making Mojarra's involvement in the program extremely successful.

Due to the implementation of a thorough training package, Sales Pipeline was quickly able to ramp the volume of weekly booked appointments, to cater for an increased number of assessors bought on by Mojarra. Despite a period of negative press surrounding the Government Program, telemarketers were able to sustain daily targets – testament to their ability to quell public concerns and effectively promote the program.

TESTIMONIAL

"Sales Pipeline has assisted, and continues to assist our company by integrating their business development approach with our business growth goals and objectives. The long term partnership our companies have formed has allowed us to lean on Sales Pipeline for assistance with several different projects by functioning as an outsourced business development unit for our business. Taking an invested interest in understanding all aspects of our business they allowed themselves to gain a comprehensive grasp of all facets of what we do which in turn has led to continued reliable and successful results."

Cameron Gardiner - Mojarra, Managing Director



COMPANY PROFILE

Statewide Oil Distributors is a West Australian owned and operated company, established in 1985. Operating from facilities in Perth and Kalgoorlie, the company is a strategic partner of **Mobil Oil Australia** – selling and distributing Mobil products across the state. Specialising in Mobil lubrications, **Mobil Statewide Oil** offer a fully integrated service to allow all matters of sales, administration and logistics to be controlled at a local level.

The company has been controlled by the Pearson's family since its inception. Currently, Bob Pearson holds the title of company chairman and Bob's son Todd controls all day to day operations under the Managing Director's title, supported by Andrew Grime, who is General Manager of Statewide Oil Distributors.

PROJECT OBJECTIVES

Mobil Statewide Oil required a steady stream of qualified leads to provide their sales representatives with an opportunity to discuss the superior quality of Mobil products, with prospects currently using alternative providers.

Sales Pipeline was engaged to develop a full business development platform to facilitate this "foot in the door". Sales Pipeline identified the emphasis that Statewide Oil place on providing a superior level of customer service as a potential means of leveraging future sales. The concept of offering "free productivity audits" for mining sites throughout WA, provided a legitimate opportunity for Statewide Oil engineers/sales reps to connect with the person/s responsible for managing the oil and lubrication requirements for large companies in the WA mining sector.

PROCESS

➤ Strategy and Script Development

A script was crafted to support operators in explaining the purpose of a proposed productivity audit, as well as outlining a strict set of prerequisites (company size, volume of product consumed, etc.) required to qualify potential leads.

➤ Data Management

Sales Pipeline sourced a current database of all mines presently in operation throughout the state. This was washed against Statewide's internal database to remove all duplications. The database was updated with additional information and rectified when necessary throughout the duration of the campaign.

➤ Outbound Calls

Telemarketers established the most appropriate point of contact for each company and introduced the opportunity accordingly. A discussion of previous success generated by productivity audits conducted by Statewide, encouraged contacts to consider converting to Mobil products – a range designed specifically with energy and cost saving in mind.

The capture of a direct phone number and a brief discussion of availability and product requirements with interested contacts provided the basis for a sales rep to make a follow-up call to book a time to have the audit completed.

➤ E-Communications

A company profile and Proof of Performance documents were compiled into a corporate eDM to support the initial call and direct traffic to Mobil Statewide Oil's website. Sales Pipeline managed the creation and distribution of all e-communications.



RESULTS

By taking an active interest in understanding the core values at Mobil Statewide Oil, Sales Pipeline developed a bespoke lead generation program - designed to endorse the Mobil brand and provide sales reps with concrete opportunities to engage potential custom.

Sales Pipeline generated a number of strong potential leads for Mobil Statewide Oil sales representatives, whilst simultaneously developing a valuable contact database which can be used for future business development endeavours. Certain leads produced by this specific campaign have since converted into some of Mobil Statewide's prized "whale clients".

TESTIMONIAL

"The team at Sales Pipeline offered our organisation a comprehensive business development platform that could be fully integrated with our internal client management and sales structures. Acting as an outsourced business development unit, Sales Pipeline has assisted us by delivering consistent qualified leads to feed our sales team in addition to building and managing our communications database."

Andrew Grime – Statewide Oil, Managing Director



Jake Howard

Managing Director

Formed by Director Jake Howard in July 2009, Sales Pipeline assists small to large sized businesses create and execute complete, comprehensive business development strategies aimed at penetrating existing and potential target markets.

With close to 10 years industry experience in sales, shareholder relationship management and business development strategy and execution, Jake is uniquely positioned to implement benchmark sales and business development programs within a results driven framework.

Prior to launching Sales Pipe Line, Jake was Partner at Antenna Business Development Agency, acting as Group Director for Business Development, Sales & Shareholder Relations divisions.

Responsible for managing major sales programs for clients such as Water Corporation, Alinta, Linc Integrated, Mobil Statewide Oil and numerous SME organisations, Jake has developed a proven ability to tailor bespoke business development strategies across a broad range of industry sectors.

Focusing on client driven outcomes is a core philosophy within the Sales Pipe Line process, and previous campaign results and client ROI are testament to Jake's ability to apply his experience in business development toward individual client needs. This is achieved via a detailed grasp of client products and/or services, and a developed understanding of the critical sales triggers within each client target market, thus enabling vast improvement in market share ratios.

Implementing each client's turnkey business development program involves specific industry research, script development, lead generation, appointment setting, database development and management as well as ongoing email communications - creating a pipeline of 'conversion touch points' in which to engage a potential customer.

Referrals

Company : Affinity Marketing
Contact : Brianna Power
Position : Managing Director
Number : 0439 904 912

Company : Student Edge
Contact : Julian Sallibank
Position : Chief Executive Officer
Number : 1300 843 334

Company : Mobil Statewide Oil (WA & SA)
Contact : Andrew Grime
Position : General Manager
Number : (08) 9350 6777

Company : Rent Smart
Contact : Carly Neubauer
Position : JB Hi-Fi National Account Director
Number : 0411 411 117





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Managing Director

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