



# Lead Generation Case Study

## CHALLENGE

A full-line Parker distributor and ParkerStore operator with multi-state locations, was experiencing a loss of sales due to market conditions; in some cases, locations had a deficit of 20-50% in Parker product sales compared to prior year.

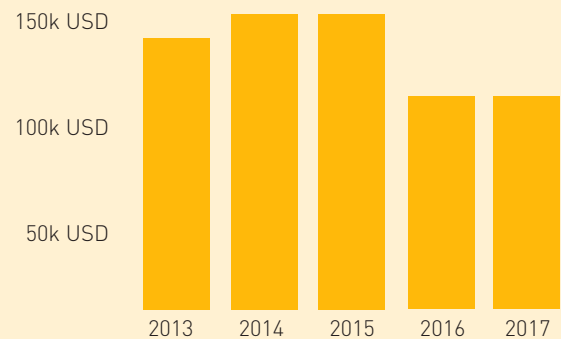
Parker sales teams and Corporate's eBusiness team agreed with the distributor's executives to conduct a number of outbound dialing campaigns to help mitigate this loss in business and identify less cyclical opportunities in some of its most affected territories.

A series of six activities were completed between April – November 2016.

## SOLUTION

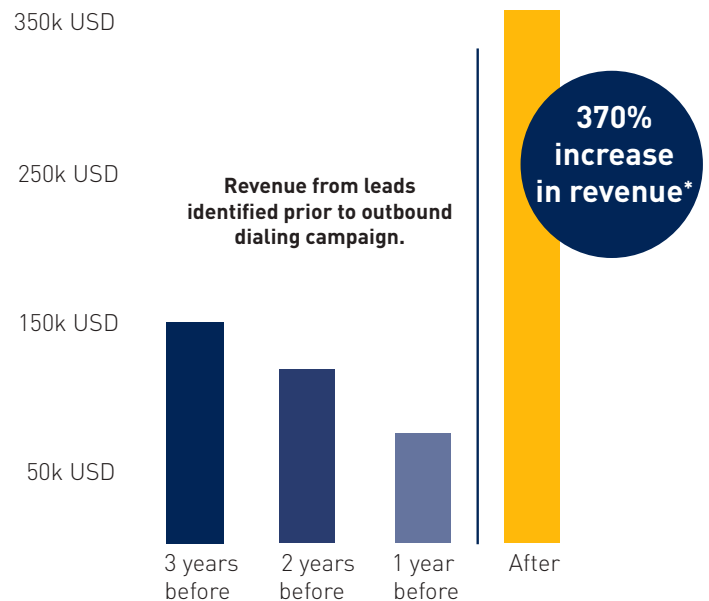
- Discovery sessions conducted to determine scope of each campaign including target markets/customers, competitive landscape and value proposition.
- Telemarketing script designed to qualify prospects in each territory for their Budget, Authority, Need and Timing (BANT).
- Prospects sourced from a 3rd party data provider based on postal code, company size and industry classifications.
- Business activity, preventative maintenance tactics, reasons for downtime, use of technology and relative estimated annual spend of each company was determined by the telemarketing agency during a sequence of 3 week calling projects.
- Marketing qualified leads (MQLs) processed and distributed to each distributor location.
- Distributor and Parker sales teams reviewed MQLs and conducted personal visits and follow ups to further qualify and identify opportunities.

Before campaign, total sales were down 25%



## RESULTS

A total of 541 MQLs were identified for the distributor during this campaign, estimated at approx. \$25 million annually. Monthly monitoring of the prospects identified via the campaign is performed via sales analysis.



\*Reported sales as of December 31, 2017