

CASE STUDY:

Water Cooler Company

Company

New water cooler company in the Northeast United States.

Profile

Company offers the sale and installation of water coolers for commercial usage.

Challenge

When numerous conventional options had failed, this company needed a way to generate more qualified appointments without the need to manage the daily operations on an inside sales team.

Solution

Home-Base USA evaluated the company's current sales approach and goals, then utilized the expertise of the Home-Base USA sales agents to generate additional business with phenomenal results.

Results

- Company saw exponential growth in a relatively short time.
- Home-Base USA sets approximately 100 qualified appointments per week.
- Completely outsourced all outbound sales calls to Home-Base USA.

2.06 Hours Per Appointment

Study from 12/4/2007 – 12/31/2008

When this company opened a few short years ago the hardest part of the business model was to generate appointments with qualified prospects. Initially, the company dabbled with internet-based leads generated through search-engines. These leads were inherently weak, and the cost per sale was astronomical.

After coming to the realization that purchasing leads only from the internet would not sustain their business, the water company made the decision to outsource the generation of appointments to a B2B call center. Unfortunately, this call center did not produce the results that they promised, and the leads were set with anyone in the office – not the decision maker!

With the knowledge gained from both failed ventures, the water company decided to start their own in-house outbound call center. The issue with the call center was that the recruitment, training and daily management of the team took up a tremendous amount of time – and since the reps were inexperienced, the leads tricked in, and they were poorly qualified. Not only that, but the outside sales reps were becoming frustrated with the weak appointments they were getting!



This company then contacted Home-Base USA, beginning as all clients do with a short trial period. Home-Base USA set up a complete appointment setting program, and booked qualified appointments with the actual decision makers for each of the company's sales reps. These appointments were added to their calendars in real-time by the Home-Base USA agents.

This company noticed instant results in not only the number of qualified appointments set, but the quality of each one as well. Because each appointment was a face-to-face meeting with a decision maker, their sales reps closed at a higher percentage, and sales skyrocketed.

Since starting with us, the water company has steadily increased our role in their sales process before completely outsourcing **all** outbound sales calls to Home-Base USA. Currently, we deliver over 100 qualified appointments to their reps each week.



**Professional Cold Calling
and Appointment Setting**

1 (800) 836-4033

www.homebase-usa.com