

JV/M B2B Telemarketing Case History Industrial Metals

The Problem:

While the US manufacturing sector has shrunk dramatically over the years, there still remain many niche players. And as of 2005, a lot of specialty manufacturing has even moved back on-shore. But because of the highly fractured market, it is difficult for a manufacturer, such as a New England maker of tool steel, to count on a few big sales to keep his volume, and his profits, up.

Clearly, selling a commodity like steel still takes the “personal touch,” so fielding a sales force was mandatory. But it was impossible for their salespeople, even in the age of cell phones and mobile Internet, to keep their calendars full with qualified prospect calls at the same time as they were in the field visiting other prospects and customers.

What They Tried:

Traditional marketing like advertising, direct mail and trade shows, the company quickly found, simply couldn't reach the many job shops and in-house users in the market. And even Internet advertising could only reach people who were already looking for the product. The only way to tap their market was to pick up the phone and call as many potential users as possible.

After several unsuccessful attempts to set up an in-house telemarketing operation, the company decided to call JV/M. Despite the large numbers of applicants for the job, they couldn't find anyone with the technical and sales skills needed to find decision makers and applications, and produce enough qualified appointments for their team.

JV/M's Solution:

Industrial prospecting seems simple enough. Just call the Purchasing Manager and ask for the order. But Purchasing Managers often don't control the purchase. And users often don't know they're potential buyers. Very often one has to have an in-depth conversation with several people about operations just to identify the application, to say nothing about the effort needed to find the decision maker and get him on the phone in the first place.

JV/M, however, understands the unique industrial sales environment; and consistently generates enough leads to keep the team's calendars full with qualified prospect calls using its professional, outsourced B2B telemarketing capabilities.

Results

In addition to keeping the sales team busy meeting new customers and taking orders, the program has even produced several very large sales that nobody thought were out there.