

Lead Generation for Leading Pharmaceutical Company



Project Background

The problem being faced by a pharmaceutical was that it was not being able to raise enough enquires. The company was not getting as much business as it had expected and had the capacity for.

Our Approach

The client shared its database of all potential lead with us. They also provided us with training and information regarding all their needs and desired results.

With inputs provided by the client, our proficient writers formulated a compelling and powerful sales script. Calls were made to contact the key people of all the companies mentioned in the database. Owing to our rich experience and expertise, our sales team possesses the skills required to get past the gatekeepers and reach the decision makers. The database contained 1000+ companies.

We first verified the contact details mentioned by calling them. Many updates had to be made in the database in cases where the given contact left the company or changed their number/email address. Further, the contacts were asked if they had any requirement for the product offered by our client.

If there was a requirement then a proposal was made to the lead. The same was also communicated via mail. All the requirements of the lead were understood by us and then checked to match the offering of our client. Factors such as cost, time period, payment mode etc. were discussed by us with the lead as per the training provided to us by our client. After all the conditions had been bargained, the qualified lead was connected to the client for final closing of the deal.

In cases where there was no current requirement, we enquired about the scope of any requirements in the future. This information was recorded in the database and hence the database was further updated.

Regular follow-ups on the leads were ensured by us.

Result Overview

Within 6 months our client was operating at full capacity and looking at further capacity expansion. With a revamped business volume and quality clients, the client established a long term reliable relationship with RNCOS. Leads were converted at a rate much higher than the original and hence sales escalated by great numbers.

For more information please contact us: <https://www.rncos.com/contact.htm>