

# Lead Generation for US-based Analytical Instruments Company



37 years old company having a strong foothold globally offers a wide array of testing instruments for clinical trials, diagnostics, food, life sciences and environment. Despite spending million dollars on marketing and advertising the company was unsuccessful in boosting the volume of their business. Emergence of competitors in the industry was also impacting the sales figure.

## Our approach

RNCOS identified the potential customers through its database and analyzed their needs and unmet demands by closely interacting with the target group and learnt about the problems and challenges faced by them. The task was to approach the existing as well as prospective customers and educate them about the current as well new products and services of the company.

After a careful market analysis the team identified the lack of knowledge among consumers about the products and their application hence made persistent efforts to familiarize them with the software, instruments and other services. Regular follow-ups with the existing consumer base and understanding their requirements and problems, was also an issue the lead generation team had to deal with.

## Result overview

With consistent and regular monitoring process with customers, RNCOS was able to fuel up the sales pipeline of the company hence revamping the volume of the business. RNCOS was able to convert leads 10 times than previous undertakings and the quotations closed with a 45% higher success rate.

*“We’ve had some really good leads from this campaign. This has not only helped to build up a nice pipeline of business for us but we were able to identify direct partnership opportunities and have increased our partner breadth as a result. The smooth, friendly account management and flexibility with lead handling is also a massive plus that I have not experienced in other lead generation campaigns that I have done to date.”*

For more information please contact us:

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