

## Situation

- A nationwide family of businesses sells parts, and service to the food service industry, which includes, chain restaurants, hotels, casinos, etc.
- Although the company has been growing through acquisition of related businesses in various geographies, there is a need to increase the overall book of business through a centralized sales effort

## Objectives

- Increase the number of customers buying parts and service
- Stimulate customer repurchase and increase the sales revenue from the customers over time
- Increase parts and service offerings to new and existing customers
- Leverage existing customer relationships within restaurant chains to drive sales growth

## Approach

- A closed-loop lead generation process and supporting marketing and sales campaigns that would drive growth
- List source identification and selection
- Call script and lead qualification criteria development
- Test cell rollout and program revision
- Development of direct mail campaigns and supporting collateral
- Rollout to select chains, market segments, and geographies
- Lead close with the assistance of client-based industry expert senior sales staff

## Results

- An average of 48 qualified leads were generated per month
- Several state-wide wins of major chain restaurants were closed through the program
- Increased penetration of new locations within existing accounts
- Sales increased by at least 20% every year during program operation