

## InterPro Business Solutions, Inc.



### ***Increasing the Sales Pipeline***

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InterPro, a leading provider of comprehensive software and services for Travel & Entertainment expenses to large corporations, needed to fill their sales pipeline with qualified, high probability selling opportunities. The challenge was to sort through a series of existing lists compiled from trade shows, web-based inquiries and other sources. At the same time InterPro's sales people needed to focus on selling, or better yet, closing business...not scratching out sales opportunities from unqualified sources.

InterPro's offerings include software, consulting, and business process outsourcing services for automating, supporting, and operating all aspects of T&E activities. The sales cycle can take anywhere from three to nine months. InterPro needed to build a pipeline of prospects that could deliver a continuous stream of sales activities.

#### **Experience Counts**

Finding sales opportunities would require a concentrated effort that skillfully integrated market knowledge, technical expertise, business savvy and roll-up-your-sleeves determination to locate, inform, and interest new sales prospects. InterPro chose focusONE to plan and implement the lead generation project. Because of its marketing experience, focusONE was able to function effectively as an extension of the InterPro marketing team. Hiring a telemarketing firm would not have provided the insight, expertise, and flexibility needed to complete this project effectively.

#### **Constructing a Plan**

focusONE went right to work with the InterPro team to assess the quality of available leads and determine if some of the old leads that had been collected at past trade shows could be revived. focusONE constructed a lead development plan, complete with attack strategies, scripts and follow-up tactics.

focusONE made the marketing calls, identified the "right people," introduced InterPro solutions, and qualified each lead as to urgency, size of sale, and buying timeframe. Market data was also captured so that InterPro could better anticipate market movements and develop strategies to make the most of them. focusONE saw this as a unique opportunity for InterPro to learn what the customer was buying or thinking of buying and when they planned to do it. The expertise of the focusONE team paid off for InterPro, and a great deal of usable market intelligence was acquired.



*"focusONE produced phenomenal results for us," said David Gould, Vice President of Strategic Sales Initiatives for InterPro.*

*"They re-invigorated our old leads database and re-qualified accounts that we thought were dead. That effort brought to life 15.6% of the old leads and gave us an active \$12 million in the prospective sales pipeline.*

*This helped us zero in on doing what would create revenue for the company...making sales. Our sales personnel easily capitalized on the opportunities and we saw our sales activity jump and become more productive."*



## **Getting Results**

focusONE conducted the lead generation project over a four-week period with three attempts made to reach each prospect. A large segment, (60%) of the lead database was contacted and when contact was not personally made, carefully created voice mail messages were left. focusONE converted 15.6% of the prospects into qualified sales leads.

## **focusONE Delivered**

- Qualified leads for the InterPro sales pipeline
- Decision maker names and contact information
- Awareness of InterPro and its products
- Identified prospects one-to-two years out
- Market intelligence and analysis
- Strategy suggestions

## **Business Benefits**

With the generation of the new leads, InterPro was able to focus their sales organization on revenue producing activities. They saw results in three months. The lead generation effort filled the pipeline and evenly spreading prospective sales over a manageable timeframe. Marketing information was also collected and analyzed in order to create a clearer picture of the market and buying trends of InterPro's target prospects.

## **About InterPro Business Solutions, Inc.**

InterPro is a leading provider of comprehensive Procurement Management Services for T&E to large corporations worldwide. InterPro enables its clients to significantly reduce overall procurement costs through breakthrough methodologies in reporting, sourcing, compliance, and supplier relationship management through a unique approach of leveraging procurement information. Its offerings include software, consulting, and business process outsourcing services to automate, support, and operate all aspects of T&E procurement activity.

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## **About focusONE Marketing Integration, Inc.**

focusONE is a marketing consulting company specializing in strategic marketing and integrated marketing programs for high technology companies.

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