



**BOREK**  
SOLUTIONS

# SALES AS A SERVICE

Lead Acquisition for a Pioneer in  
Ocean Chain Visibility



**CASE STUDY**

2021

OUR CLIENT HAS BEEN ABLE TO ESTABLISH ITSELF IN THE INDUSTRY IN A VERY SHORT SPAN OF TIME WITH ASSURING ECONOMICALLY FEASIBLE SOLUTIONS FOR KEEPING A TRACK OF WIDESPREAD CONTAINER VESSELS.

## CLIENT

As a leading provider of ocean supply chain visibility, our client enables real-time tracking of containers across industries on a large scale, on a large scale.

### SCENARIO

Our client wanted a partner with **robust sales capability to enhance the lead base.**

### SOLUTION

Borek Solutions built a team, solely dedicated to **onboard and engage new leads** in the expansive business efforts.

## TEAM

In order for the team to be as agile as possible, we have created a **multi-layered structure**. The project manager oversees the actions of the team and the **Subject Matter Expert (SME)**, is responsible to maintain a steady level of quality within the team's work.

## IMPLEMENTATION

### Requirement understanding phase

- Campaigns **strategized** based on the following criteria:
  - Industry
  - Region
  - Potential
- Based on pre-specified profiles, ideal customers and companies were **shortlisted** as targets for the campaign.

### Clearly defined process and workflow

- **Facts were collected** based on potential leads that comprised of:
  - Revenue
  - Workforce
  - Scope of Business
  - Size of the Product
- A **thorough research** on contact details was conducted to collect emails, phone numbers, addresses etc.

# HIGHLIGHTS

- 01 116,250 companies contacted in total
- 02 950+ leads generated
- 03 60+ Closures (Conversion rate of 5.5%)
- 04 Revenue potential of generated leads: +12M \$.
- 05 Revenue generated from closed leads: +4M \$
- 06 7+ years of engagement

## KEY BENEFITS

- Lead Gen efforts directly translated into sales data and hold even more potential for future operations.
- Lead Generation: With new client contracts worth +1M € and +2M € pending, the **Lead Generation Project was a large success in the growth efforts of our client.**
- Lead Conversion rate of 5.5%
- Borek Solutions team brings value on many levels, from market research to lead generation to sales.

## BOREK ADVANTAGE

- Borek Solutions can rely on certain factors in their operations that make it stand out from the crowd.
- Borek Solutions' headhunters, **hand picks the experts** from unlimited resource pool according to the requirement of the client.
- Offices operating from Europe and India, makes Borek Solutions' team easily **accessible across time zones.**
- Client gets **more flexibility** by engaging with us and in parallel, focus on core strength of their business.



## **BOREK** SOLUTIONS

Borek Solutions, a division of Borek IT Sourcing Pvt. Ltd., is part of a German, family-owned group, serving clients in building teams across a wide range of competencies.

**E-mail:** [connect@boreksolutions.com](mailto:connect@boreksolutions.com)

