



CASE STUDY:

Talent Trust Lead Generation Project

Client	Talent Trust www.TalentTrust.com
Client Profile	Talent Trust is a global sourcing leader specializing in the global sourcing and distributed delivery of certified IT services professionals. With headquarters in the Silicon Valley, Talent Trust serves clients with more than 30-offices worldwide.
Industry	I.T. Resourcing
Region	San Francisco, California, USA
Work Scope	<p>A. Lead Generation Thorough data mining of companies as specified by the client with the following research requirements:</p> <ul style="list-style-type: none"> • Target Market/Industry • Company Name • Contact Person/Decision Body (ex. CIO, IT Manager etc.) • Contact Details: Location, Website, Telephone, Fax, Email • Gross Income/IT Allocation Budget <p>The collected data will be processed for initial campaign like email blasting, post card distribution, or cold-calling for possible lead appointment.</p> <p>B. Outbound Telesales Fresh or processed leads will be called by experienced outbound telesales agents for probing and possible appointment setting with Talent Trust to explore business opportunities. These confirmed appointments are considered warmed leads to be forwarded to the client.</p>
Objectives	<p>A. Generate potential leads through comprehensive and targeted research; B. Deliver targeted quota: confirmed appointment meeting (= warm lead)</p>



<p>Manpower Skill Set</p>	<ul style="list-style-type: none"> • Lead Generation Specialist • Proficient in MS Office • Adept in Online Research & Analysis • Skilled in Internet Technology • Capable of handling Quality Assurance • Skilled in Template Formatting & Data Archiving B. Outbound Telesales Agent • Above average communications skills • Experienced in handling Inbound and Outbound Calls • With Sales & Marketing Background
<p>Challenges</p>	<ul style="list-style-type: none"> • Initial databases were stale – contacts have moved or non-existent; • Initial targeting on job-boards are too broad to cover all IT skills; • Web research methodology and processes unfocused with sporadic results; • Telemarketers were unfamiliar with client's value proposition and unique selling pitches
<p>Implementation Strategies</p>	<ul style="list-style-type: none"> • Replaced databases with most current; • Focused-targeting on job boards specific to Information Technology requirements (i.e. Sharepoint, Microsoft .Net, etc.); • Focused selling allows telesales agents to sharpen delivery on specific IT demands; • Web researched focused on Top 5000 IT companies where there is growth and need for additional resources; • Telesales agents were re-trained by client's sales executives to improve delivery of value proposition and key strengths; • Developing of more comprehensive and effective probing spiels.



<p>Team Organization & Workflow</p>	<pre> graph TD A[Top-5000 IT] --> D[Data Analyst / Researcher] B[Job Board] --> D C[Data Research] --> D D --> E[Call Data Stream] E --> F[Telemarketers] F --> G[Sales Lead] G --> H[Sales / Relationship Building (Talent Trust - client)] </pre>
<p>Sample of Warm Lead Generated</p>	<p>Source: Job Board Name of company : TECHDEMOCRACY Number to be called back: 732 404 8350 Point Person : M----- (BUSINESS DEVELOPMENT MANAGER) IT Position/s Needed : will be relayed to Alan upon callback. Schedule with Talent Trust at 11 am EST Website/URL : http://www.techdemocracy.com/ Email address: M-----@TECHDEMOCRACY.COM</p> <p>Call Notations: SPOKE TO M-----, BUSINESS DEVELOPMENT MANAGER OF TECHDEMOCRACY. ADVISED THAT NAME ON FILE (M----- D---) IS ONE OF HER CONSULTANTS AND SHE IS OF BEST POSITION TO DISCUSS THE INFORMATION WITH. M----- SAID SHE DOES NOT HAVE THE LIST OF THEIR COMPANY'S I.T. NEEDS AS OF PRESENT TIME AS SHE IS ALREADY OUT OF THE OFFICE. REQUESTED FOR AN APPOINTMENT WITH TALENT TRUST, SHE AGREED. MARCELINE ADVISED THAT THE BEST TIME TO CALL HER WOULD BE 11:00 EASTERN TIME, FOR HER TO GET THE COMPLETE LIST OF NEEDED IT RESOURCES THAT SHE WILL RELAY TO ALAN. ASKED FOR EMAIL ADDRESS, GAVE M-----TECHDEMOCRACY.COM BEST NUMBER TO CALL IS 732 404 8350.</p>
<p>Results</p>	<ul style="list-style-type: none"> •Result: Average of one (1) warm lead per day delivered •Target: 2-3 leads per day per agent