



The Client specializes in IT solutions for automotive dealerships designed to streamline sales, marketing, and customer support processes. These solutions include end-to-end e-commerce portal, reputation management services, lead generation services, website conversion optimization tools, and fully integrated CRM platform. The Client targets both franchised and independent dealerships throughout the province of Ontario.

In order to sell to this market, the Client employs a small sales team that performs both marketing and sales responsibilities. The team assigns prospecting activities to an inside sales rep who carries out much of the research and initial contact.

Meanwhile, in-person and phone follow-ups are delegated to the rest of the team. The company's average sales cycle ranges between 3 to 6 months.

The Client already does business with a sizeable number of dealerships primarily in the Greater Toronto Area and other regions in the province. The company wants to expand its reach into other Ontario locations.

To achieve its growth objectives, the Client thinks it needs to outsource part of its marketing efforts, particularly lead generation and appointment setting so that their sales team can focus on nurturing and follow-up.

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