



Since 1988, the Client has been providing custom decorative building materials throughout Southeast Asia and Australia. Its products include colored stainless steel, decorative glass films, elevator decoration modules, and stainless steel fabrication. The company primarily sells to architects, designers, contractors, property developers, construction suppliers, and other industrial vendors in the region.

The Client says it relies on two key advantages to attract customers and set its products apart from competitors:

1. First is its broad sales and service network across the region, which enables prompt supply and delivery.
2. Second, the Client focuses on design customizability, so that products are tailor-made according to each customer's specifications.

Before the campaign, the Client's sales development model placed much of the prospecting and lead qualification burden on sales reps.

Sales was responsible for finding potential customers and booking introductory appointments with prospects, without much in the way of prior screening. Under this setup, the Client estimated that reps were spending less than a third of their time actually talking to prospects, which dragged down both sales productivity and the quality of the customer's buying experience.

Accordingly, the company has been planning to reassign lead generation and appointment setting responsibilities to its marketing team, but this department is mostly staffed by creatives who are already on tight schedules churning out product materials and sales collaterals.

It was clear that the Client needed to outsource prospecting and lead qualification. But since the company was selling highly-customized products across different geographic markets, the Client wanted to partner with an agency that had both industry knowledge and regional experience.

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**Get your FREE
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guide kit today.**

I WANT THAT FREE EBOOK!

The image shows a promotional banner for a free ebook. On the left is a 3D rendering of the ebook cover, which has a blue background and a yellow border. The cover features a cartoon rocket ship with a dollar sign on its side, flying upwards. Above the rocket, the text reads 'callbox THE ULTIMATE Lead Generation Kit TO JUMPSTART YOUR BUSINESS! 2023 EDITION'. The background of the banner is dark blue with faint white icons of various business and technology items like a laptop, a lightbulb, a smartphone, and a mail envelope.



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