

## Scientific Instruments Company Doubles Sales in One Year with Lead Management System

### Client:

International scientific instrumentation company with 32 product lines sold through a five-tiered distribution system. Annual sales are over \$1.5 billion.

### Background

The company used a complex manual process to manage and distribute thousands of leads.

### The Challenge:

The complicated system resulted in the distribution of both qualified and unqualified leads to the sales channel. The sales force was overburdened with thousands of sales leads, not knowing which leads were truly qualified and which weren't.

### The Solution:

SmartLead created a comprehensive lead management program that included an automated lead processing and distribution system and process to nurture lower ranked leads.

Only the most qualified sales leads were distributed to the company's field sales representatives, which created a more performance-based culture within the organization.

The nurturing program includes outbound sales calls by the SmartLead Contact Center, SmartLead's literature fulfillment services and email marketing system. Nurturing helped spur new interest in the company's products.

The result? The company's sales force focuses its time on the most profitable sales leads, while SmartLead nurtures others to become more sales-ready.

### Results:

- In one 12-month period, SmartLead more than doubled the company's reported sales.
- SmartLead captured and qualified 20,000 of the company's sales leads in one year.
- SmartLead increased the company's close rates by focusing 200 field sales representatives on the most profitable leads.
- SmartLead compressed the company's sales cycle by streamlining its lead processing and distribution system.

## About SmartLead and AdTrack

Since 1981, companies have relied on SmartLead's customized lead management systems and best practices to smoothly and seamlessly manage leads from the moment the leads are generated, through qualification, ranking, nurturing and distribution to sales people or channel partners.

SmartLead is the only full-service lead management company with:

- Dedicated account managers to advise clients on best practices and implement their programs
- Web-based lead management, sales force automation systems
- Insightful analytics system
- In-house marketing services: contact center, direct mail, email, printing, web hosting, and fulfillment/warehouse.

▶ **Pioneer in Lead Management** ▶ **Unequaled Expertise**  
▶ **Comprehensive In-House Services**

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