



Case Studies – Digital Displays

“Traffic Safety and Equipment” Business to Government Sales

Client

A display provider in the Eastern part of the United States.

Challenge

Businesses in today’s society are greatly concerned with everyday operating costs. With our present economic state, all businesses **should** be concerned with their current costs and should be analyzing available data to see where they can cut unnecessary fees. Knowing this, our Client focused their marketing strategy on police departments and other emergency type agencies that use variable message signs and displays. Our client provided a variety of display products that were web based.

Solution

Our Client implemented a “Market research program” for new contacts. The telemarketing company contacted law enforcement agencies that should have a need/interest in the message displays and assessed levels of interest within the firm for safety display products. When department managers showed interest in traffic safety electronic signage, marketing company was able to set up a webinar between the company and the new contact. This allowed the company to provide detailed information on all products - as well completing a demo of the product in action.

To qualify new law enforcement agencies, our client had certain questions that needed to be answered. They were seeking businesses that had a need for the product and were actively seeking a new and better solution. The client also directed us to inquire about budget source and sales cycle. This process benefitted our client by allowing the client to showcase the many products offered.

The marketing strategy promoted the program through print material and outsourced cold calling. The client’s field sales force provided webinar appointments with businesses and Head of Departments. We reached titles such as Chief of Police, Sales Manager and Purchasing Director. The goal of the program was to reach agencies that were in the market for a new source for a recurring purchase.

Based on the success of the program, the Client extended their initial contract with the telemarketing firm and added additional geographical areas to pursue all available avenues. This program started out at 10 hours per week for a 4 week pilot with a total of 40 hours of calling per month. The success with new business to the client urged them to seek out additional areas that were virtually untouched in this particular niche and continue their program. The overall length of time for this program was approximately 4

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months.

Results

The benefit to the Client was to increase their sales pipeline and gain customer retention along the way. The end goals were to assist companies with less expensive solutions for display type products which gave them a larger ROI.