



CASE STUDY

DESIGN AND ENGINEERING SOFTWARE TOOLS

ABOUT GOOD LEADS

Good Leads provides outsourced lead generation and business development services for mid- to large-size enterprises. With a proven set of best practices and sales and marketing expertise, Good Leads delivers cost-effective, flexible solutions to generate a guaranteed number of quality-assured leads. Over 200 companies across a variety of industries rely on Good Leads to build their brand awareness, fill their sales pipeline, and satisfy their market-facing needs.



BACKGROUND:

Boothroyd Dewhurst Inc. (BDI) offers software tools and services that help companies streamline product manufacturing and reduce production costs. Founded in 1983 by two professors (Dr. Boothroyd and Dr. Dewhurst) who received the National Medal of Technology from former President Bush, the company's trademarked Design for Manufacture and Assembly (DFMA) methodology and tools have cut millions of dollars from product manufacturing costs while creating products that are easier to manufacture and maintain. BDI came to Good Leads to generate sales leads for their manufacturing software package aimed at the engineering market.

THE CHALLENGE:

The first challenge was narrowing the potentially large universe of small- to mid-sized product manufacturers to exclude chemical or other non-equipment manufacturers and any manufacturers outside the \$20–40 million dollar benchmark. The second challenge was explaining the product differentiation with skill and expertise in order to ensure prospects that the software wasn't a CAD tool or ProE replacement and that it wouldn't require learning new design methods. The third challenge was getting to the right person. Both the management decision maker and the engineering team needed to see the product value.

THE SOLUTION:

Good Leads used a three-step process to find qualified engineering leads for BDI. The goal was to generate at least one lead per week, or three to four qualified phone appointments per month.

- The team started with the VP level. The goal was to convince management that this was a good investment and would help improve the quality of their products, shorten the production process, and reduce costs.
- Next, the team had to contact the engineering managers and reassure them that the software would not require replacing their existing tools or design methodologies. The calls were structured to help prospects envision the cost savings possible if products were designed with manufacturing in mind from the start. Trained in engineering software features, the Good Leads team was able to confidently discuss how the DFMA tools would integrate with prospects' existing design software, helping them to easily compare vendor quotes and manufacturing costs of various design options. The team also highlighted the fact that the software was based on algorithms created in a university setting and proven in the manufacturing world.
- Third, the team set up firm times and dates for demo calls with the engineers. Good Leads maintained a steady flow of communication with the client to determine the success of each appointment. When necessary, Good Leads re-qualified and reset the appointments in accordance with the company's Guaranteed Service Level Agreement (SLA).

THE RESULTS:

BDI initially agreed to a two-month project to see how many leads would be generated. BDI was so happy with the initial results that they continued the project for another four months. In all, Good Leads provided more than 35 qualified leads that fit the client's manufacturing demographic profile and were interested in the DFMA product. BDI's results were a direct testament to Good Leads' trademark work ethic, process and attention to detail. The successful campaign delivered highly qualified leads to BDI's sales team, saving them weeks of time and effort in getting to the right prospects.