

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:

Headquartered in Raleigh, NC, CipherOptics is known as the leading innovator of gigabit-speed data protection gateways. CipherOptics' IPsec appliances enable organizations to move mission critical data to an IP network, so that they can realize lower costs and increased bandwidth in a secure environment, with virtually no latency. Their clients are located within the government sectors, financial institutions, and corporate enterprises. CipherOptics recognized that they needed to outsource their security infrastructure needs. Conversely, they understood the economic value and long term benefits they would realize by outsourcing their lead development processes. Good Leads' Guaranteed Service Level Agreement (SLA) made it an easy decision for them to do so.

THE CHALLENGE:

CipherOptics faced a dual challenge; identify a lead development process for the sales force and build positive awareness within their marketplace. Their current model was inefficient and resulted with only moderate success in identifying, qualifying, prioritizing, and capitalizing on valuable prospects. In addition, CipherOptics realized that their sales cycle was too long, as their sales people fell into the 80/20 trap; 80% of their time was spent on handling current customers, and only 20% of their time was allotted for focusing on prospect development and customer acquisitions. In addition, CipherOptics needed a process that would enable them to identify multiple contacts within an enterprise, and then monitor and nurture their prospect interactions to identify trends throughout the entire sales cycle.

THE SOLUTION:

To address CipherOptics' requirements, we converted strategy into action and developed programs that procured leads with a similar profile. The Good Leads team worked an extensive database, to target multiple contacts at enterprise accounts within the large metropolitan cities across the United States.

The mandate was to answer the following questions:

- Where are our best regions?
- What criteria determines our best prospects?
- What level(s) of management should we target?
- How many senior-level contacts exist within the account map?
- Which products resonate best with our prospects?

With trademark efficiency, Good Leads under promised and over delivered. The Good Leads' process developed leads at some of the largest companies in the world, as well as delivering high-level appointments at Fortune 500 companies. In addition, Good Leads worked specifically with key sales executives at CipherOptics to target individual ideal prospects. CipherOptics hired Good Leads multiple times to supplement their business development efforts.

THE RESULTS:

Good Leads effectiveness at high-level and specific lead generation helped reduce the sales cycle and put key sales targets in front of the right team members. Good Leads continues sharing a valued relationship with CipherOptics; providing qualified business opportunities, at the right time in the sales cycle, leading to profitable and efficient business practices. These efficiencies translate to a refined target market, across multiple verticals, and a careful management process to ensure that every relationship between the prospect and the sales team is nurtured all the way throughout the sales cycle. Good Leads continues to exceed CipherOptics' global objectives by fulfilling 119% of the Guaranteed SLA.