



# CASE STUDY

## TELECOM EXPENSE MANAGEMENT

### 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:

A leading national supplier in the telecom expense management (TEM) arena came to Good Leads to increase their pipeline of prospects for their internal sales team. The company's products and services are designed to help corporations better manage Telecom assets and reduce telecommunications costs. Aimed at companies with at least \$4–5 million a year in telecom expenses, the client's TEM software solutions track and manage invoices and inventory, evaluate expenditures, and track usage with call accounting software.

### THE CHALLENGE:

The key challenge facing the Good Leads team was finding the right individual within an organization to discuss the cost-saving benefits of the client's product. In some cases, decision-making responsibility lies with the CFO, in some cases with the CTO, and in others within the telecom department. Finding companies with a need for the service meant locating those with high enough expenditures in telecom services across a broad range of markets, from health insurance to financial planning to government agencies.

### THE SOLUTION:

Good Leads targeted companies in the \$400–500 million or more annual revenue range because these organizations typically have telecom expenses that fall within the desired expenditure level. Trained in the telecom industry language and key hot buttons, the Good Leads team was able to skillfully discuss competitive advantages and go beyond a basic call plan message. The team also worked closely with the client to continually refine the message, while at the same time offering the client tips on effective techniques to get the right information from prospects.

### THE RESULTS:

With a focus on key messaging and a good understanding of the telecom market, Good Leads identified and produced an extensive list of qualified leads and was able to work as an effective extension of the client's internal sales team. From these qualified prospects, the client's internal sales team was able to cultivate relationships that accounted for two or more direct selling opportunities per week as well as developing an ongoing and well-defined pipeline.