

Argentinian IT Outsourcing Company Need Help Penetrating U.S. Market

Being professionals with character is crucial in our selection of the various SMEs we choose to incorporate into our group on various initiatives. We believe that if we begin every mission with people of integrity, we have a stronger foundation by which to facilitate client success.

We take great pride in understanding our clients' needs. We help them to grow both their revenue streams and the reputation of their brand by partnering with us. It is our passion to help others meet their goals while maintaining a sense of integrity in everything we do.



Challenge

An established Argentinian IT Outsourcing Company wanted to properly penetrate the U.S. Marketplace. Sales abroad were steady but they had no brand recognition or clients in the U.S. With a lean U.S. sales force and operations, the Company wanted high-impact solutions that would help them grow sales quickly, feeding their sales people meaningful opportunities. With no U.S. experience, they came to Templar for help.

Solution

Steps planned and implemented by The Templar Group as part of a customized solution for meeting the Challenge:

- Deployed our Proprietary LinkedIn Strategies for profile for 2 SVPs of Sales and connected with each up to 1200 invites per month.
- Connected each profile with approximately 400 new connections per month, resulting in 30-40 new conversations each month for each profile.
- Instituted email campaign for LinkedIn connection to increase direct booked appointments.
- Booked Appointments for CMO via Outbound Prospecting & Reconnaissance (OPR) with monthly outbound dialing.
- Instituted a Calling Mission to All New LinkedIn connection Who were Unable to be reached via email.

Results

IT Outsourcing Company Quickly Penetrating U.S. Market!

Key benefits to the client as a result of Templar Group Deployment:

- 100% increase in consistent, data-centric marketing solutions in two distinct marketing venues in the U.S.
- 100% increase in LinkedIn networking and appointments being booked for SVPs.
- 100% increase in Outbound Outreach in appointment setting to U.S. Based Companies and LI Connections.
- Costs associated with deployment less than the cost of a sales rep per month.
- Quantifiable progress reports allowing IT Company to measure progress with data.
- Immediate market penetration and sales in U.S. Market.