

Fortune100 global documentation company defies the obstacles of making consultative pitch

A globally renowned Fortune 100 documentation company



Client Background

A diverse product and service portfolio catering to a vast array of verticals across the large and SMB markets



The Challenge

The client being a well-established organization, still faced obstacles along the way as few focal areas of focus were overlooked. The trials encountered included:

- Lack in accuracy and precision in the acquired database
- Product understanding and clarity in customer pitch
- Visibility and awareness to the targeted audience



Objectives

- Higher accuracy in database
- Providing better product understanding
- Informative content circulation to the niche target audience
- Increase visibility



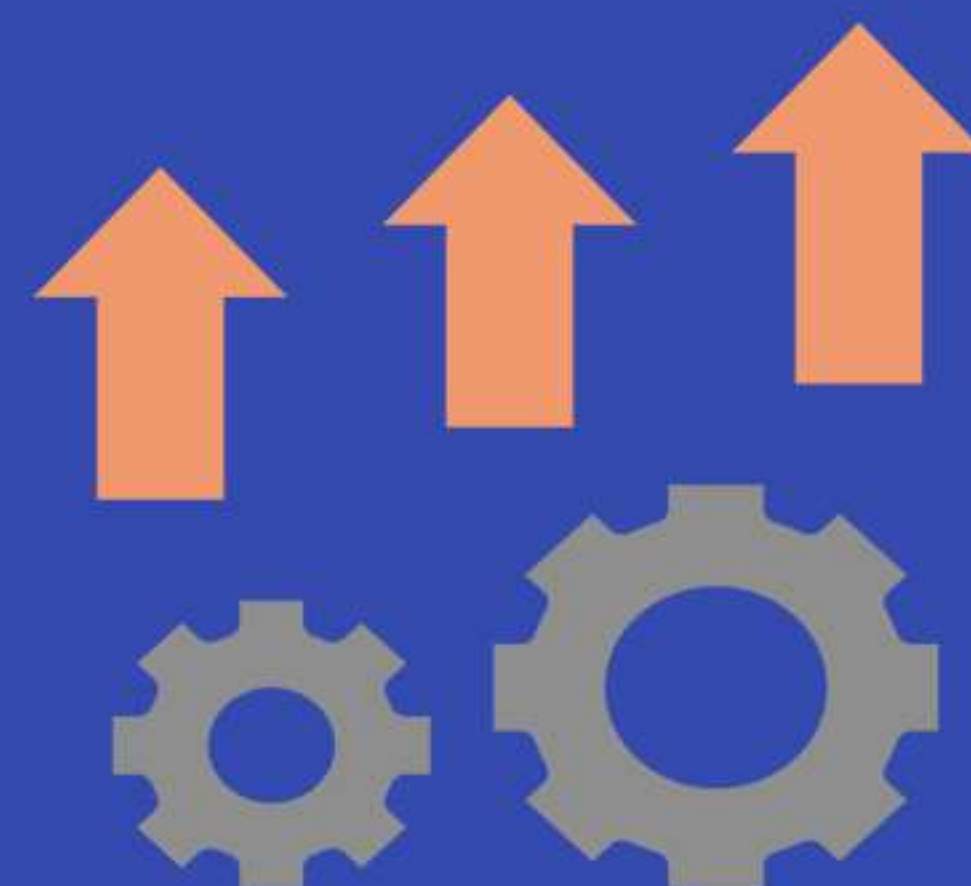
Solution – Expert Analysis

The goal here was to develop a prospect eco-system intelligence that was not only functional but also reliable and accurate. The purpose of this was to help our clients gain a better understanding of the perfect fit for their products and services within each account profile. As a result of this intelligence, our clients were able to make more informed and appropriate consultative pitches to each account, which ultimately led to greater success in their sales efforts.



What were the outcomes?

- ◆ Improved ROI
- ◆ Higher quality leads
- ◆ Increased pipeline velocity
- ◆ Better data insights
- ◆ Improved sales and marketing alignment



Why TSL?

- ➔ Accurate Research
- ➔ Analysis of results along the way
- ➔ Ability to understand client needs & expectation
- ➔ Industry Expertise and understanding
- ➔ Task management capacity and skill
- ➔ Vast range of services
- ➔ Structured process with regular updates



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