

# Sales Outreach Strategy

## Collateral Development/Messaging

### Problem

The Clinical Data Services department of a global Medtech CRO needed to increase lead generation and build brand awareness with sponsors, biotech companies, and CROs. While they had a seasoned, industry-focused sales team, the company needed a nimble marketing team to hit the ground running, an understanding of the subject matter and content, and the ability to quickly turn that into strategic campaigns to convert prospects to customers.

### Challenges

- This was a new division for the large Medtech and as a result, they had little to no sales collateral or email software/marketing automation tools.
- The division was not in a position to implement a costly system such as Hubspot or Marketo.
- There was no time to build a system before execution; implementation and execution needed to happen in tandem.

### Solution

- Quickly developed messaging that could be used to rapidly produce high-quality sales collateral.
- Created multiple pieces of collateral (e.g., brochures, data sheets, blog posts, case studies, and ebooks) for each of seven service areas: EDC Builds, Clinical Data Management, Stats Programming and Biostatistics, Pharmacovigilance and Postmarket Surveillance, Data Aggregation and Visualization, Medical Writing and Regulatory Publishing, and Functional Service Provider
- Implemented Outreach, a more cost-effective solution for the sales team to execute email campaigns
- Developed and executed automated email sequences to push prospects through the sales funnel
- Worked with in-house IT to integrate Outreach with Salesforce
- Managed LinkedIn Sales Navigator to identify potential prospects

### Results

Over a period of just a few weeks, the client was had the following results:

- Added more than 2000 prospects to the database
- 89% open rate and 81% click rate
- Booked 6 meetings
- Converted 3 prospects to solid leads

**2,226** Prospects

**89.9%** Open Rate

**81.3%** Click Rate

**6** Meetings Booked

**3** Prospects Converted