



An Unique and Innovative company manufacturing Customized Small wares

Client Profile:

- ➔ Design and manufacture custom small wares and food service equipment that can dramatically improve the efficiency and bottom line of stores.
- ➔ They specialize in producing stainless steel small wares, but we have worked with materials ranging from titanium to plastics.

Campaign Objective- A cold calling campaign focused on strengthening their sales pipeline and to make aware of their services and product range.

Target Market- Large, medium and small sized Restaurants, eateries and hotels all over US.

Product - Different types of small wares and food service equipment. E.g.

- Dessert molds and cutters.
- Cup Dispensers
- Ice cream Scoops Etc.

Project scale- Pilot with 1 part time sales specialist to do a test run and scaled up to 3 full time callers after a span of 3 months.

Challenges-

- To identify and speak to the decision maker -- We did a test run to understand who would be the person responsible for taking decisions.
- To get past the gatekeepers (in this case the restaurant and hotel managers) we worked with the client and tweaked our script to suit the situation.
- Not a one touch sale, as multiple follow up calls required.



Outcome-

- Our contact ratio with the decision makers improved tremendously and we had more warm leads requesting for the information to be sent to their emails.
- Pitching directly to the decision makers increased our appointment ratio from 1%/day to 3%/day in a time span of 2 months.
- We came up a proper tracking mechanism as it required multiple follow up calls from our end, to close in on a sale with the prospective customer.